Saturday Night

Canada's Magazine of Business and Contemporary Affairs

MAY 11TH 1957 20 CENTS

Television Performance Unknown Factor In Winning Elections

BY JOHN A. IRVING

Fish and Fog: Maritime Prospects

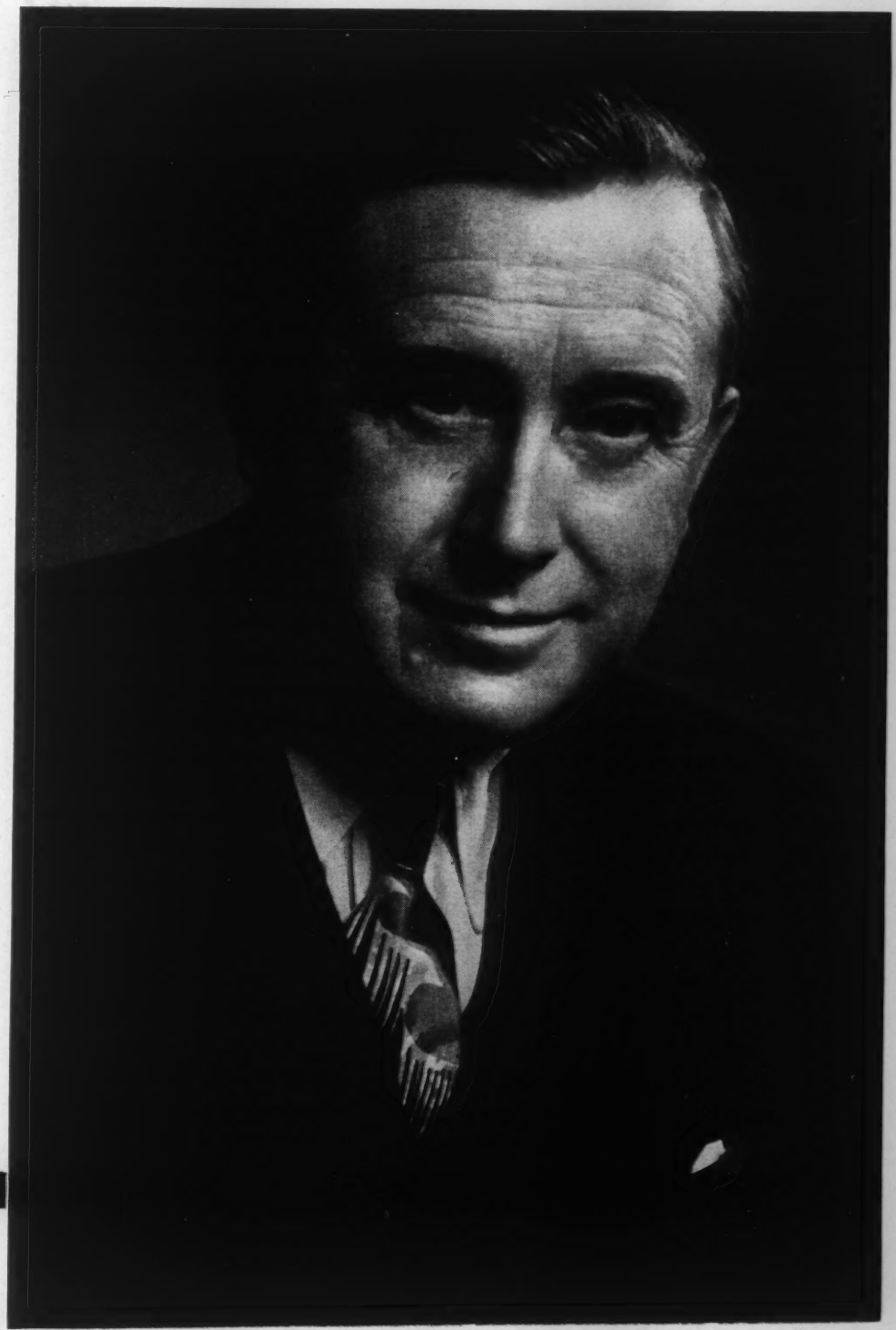
BY JOHN D. PATTISON

NATO: An Alliance Seeking A Reason

BY MAXWELL COHEN

Man Behind A Shadow World

BY MARY LOWREY ROSS



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J. J. Fitzgibbons: Page 16

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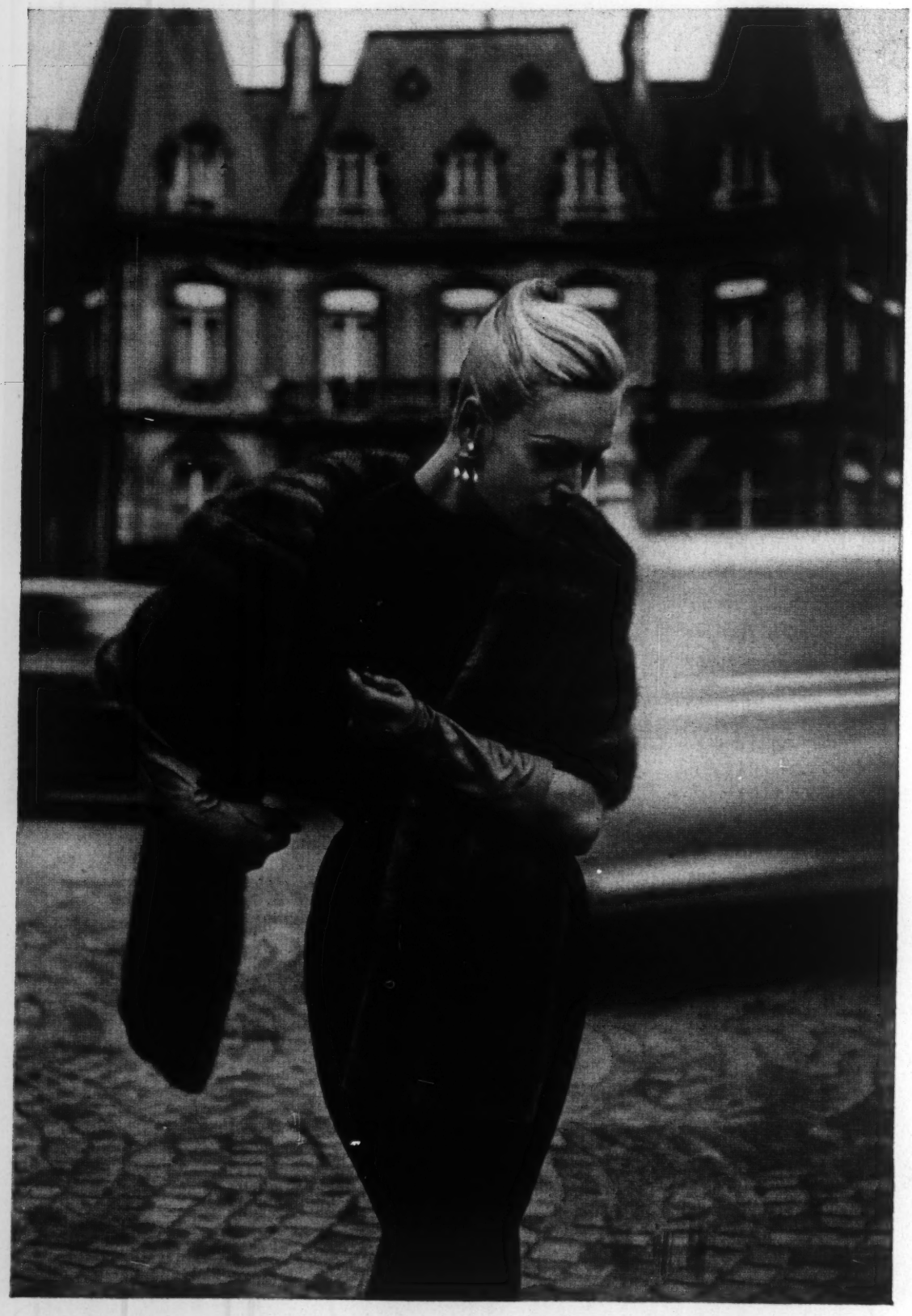

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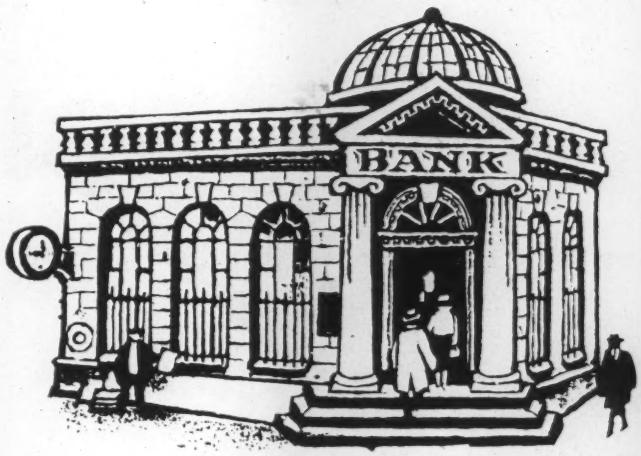

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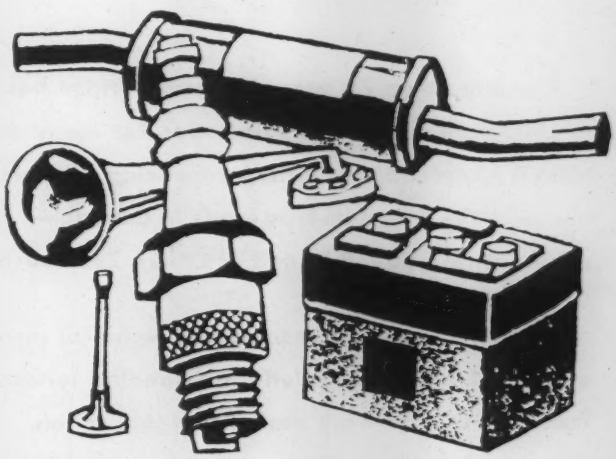

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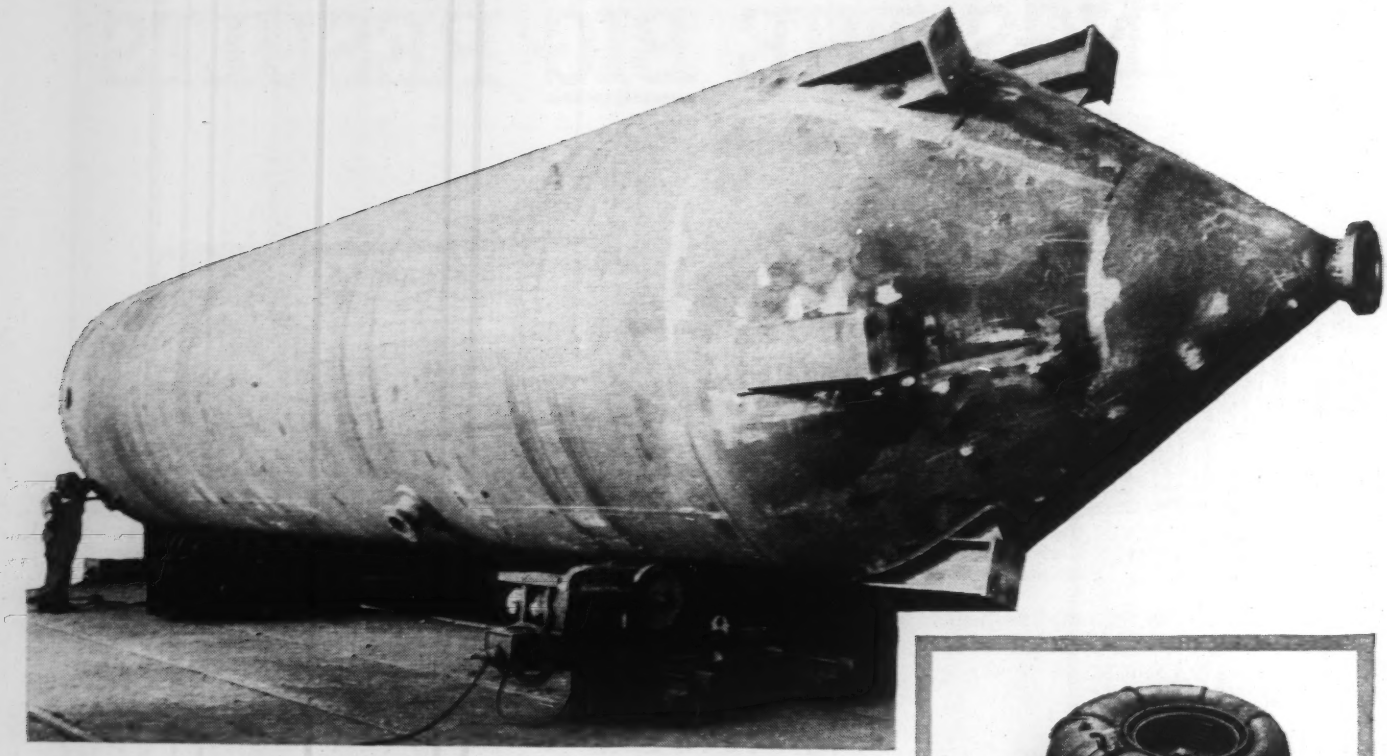

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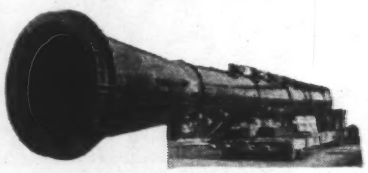
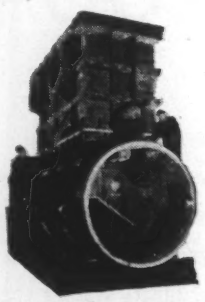


ETHYLENE OXIDE STRIPPER



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May 11, 1957

Saturday Night

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Managing Editor: Herbert McManus
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Assistant Editor: Paul Nowack

Contributing Editors: Maxwell Cohen (Foreign Affairs), Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, John A. Stevenson (Ottawa), Anthony West (New York).

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John Irving

Head of the Department of Philosophy at Victoria College, University of Toronto, Prof. Irving is also an experienced observer of Canadian politics and of the media of communication. The interests combine in his article on Page 9.

Maxwell Cohen

Regular contributor of articles on foreign affairs to SATURDAY NIGHT, Maxwell Cohen is Professor of Law at McGill University and President of the Canadian branch of the International Law Association.

John A. Stevenson

It's doubtful if any writer has a deeper knowledge of Federal politics, past and present, than Mr. Stevenson, who has covered Ottawa for the *London Times* and *Manchester Guardian*, as well as Canadian papers.

Mary Lowrey Ross

In a class by herself as a film and TV critic, Mrs. Ross is also a sharp-eyed and witty reporter. In this issue she reports on the life and times of a man whose business is films and TV—J. J. Fitzgibbons.

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Letters

Wenner-Gren Land

. . . The statement that the Trench has been eyed covetously for the past century prompts me to say that the present (BC) Government is to be congratulated for having done something to develop it. If Dr. Wenner-Gren, with German, Swedish, English and Canadian business men, can open up and develop the Trench, it may make the Sudbury nickel and Labrador iron developments look small. Here's hoping that this may be a continuation of the spectacular advance shown in the past few years by BC.

VICTORIA — WALTER OLIVER

Grand Old Men

'Tis strange to see George Washington named in a Canadian paper as a Grand Old Man—Washington the enemy of the Crown, the Empire, the Loyalists. It is a wonder there was no mention of Benjamin Franklin who came to Canada as a fifth columnist! The Canadian Black Watch Regiment was so unwatchful as to go to Philadelphia to do honor to Franklin's memory. It is not surprising that a 10-year-old Canadian boy recently asked, "Isn't this our flag?" as he picked out the Stars and Stripes on a page of national flags. We don't ask for jingoism, but there is a lack of ordinary consistent Canadian loyalty.

WINNIPEG — WILLIAM C. TURNEY

Editor's note: Washington was undoubtedly a GOM to the Americans. To recognize this fact is scarcely a question of loyalty.

Books and Readers

Robertson Davies, in his excellent review of Chaucer, repeatedly speaks of the "general reader". Surely "there ain't no such animal". Would the "general reader" be the business man who skims through a magazine and looks at the cartoons, or my teen-age daughter who is an omnivorous reader who can't stay away from the printed page? Would he be a person like my son, who reads only such technical journals as interest him? Would he be a person like me, a semi-invalid, who reads five books a week, buys Toynbee for relaxation and goes through Simone de Beauvoir's *Second Sex* in a week-end? . . . Robertson Davies should add that Chaucer should be read with a French accent . . .

WESTMOUNT, QUE., MARGUERITE GEYMONAT

Robert Mackenzie is neither glib nor logical when he attacks Robertson Davies' writings as "incoherent Presbyterian warblings". He may admire Camus as much as he wishes, but if something is incoherent to him he must not conclude that it is so to everyone else—unless, of course, Mr. Mackenzie is the fountainhead of wisdom and understanding.

COBDEN, ONT. — KEITH EARLS

One always enjoys Robertson Davies, and "Drawing the Line" was no exception. However, I would like to submit that in my personal viewing (over 70 years), we have never, in Canada, the U.S. or Britain, had a cartoonist excel Bengough of Toronto and the journal *Grip*, in which his cartoons appeared . . . Who remembers his "Chalk Talks"? We do lack really good cartoonists—the U.S. daubers and comic strips have done their damnedest.

SASKATOON — A. G. HOPKINS

Me Too

Morley Callaghan has missed a point too. In saying that CBC television is "too bookish", Professor McLuhan criticized the CBC for saying "Me Too", by copying its "culture" from book and newspaper forms rather than striving to establish television as a legitimate art-form in its own right. It was all too clear on the Professor being interviewed on "Tabloid" that the CBC could not understand him either.

I endorse the lament on University life. As the University populations increase and the trend is towards commuting to class rather than living in University residences, the undergraduate will inevitably become a stereo-type, conditioned by the drab environment from which he comes, so that he may cry "Me Too" to society rather than "Et tu?" at an academic community.

TORONTO — J. C. WILSON

Morley Callaghan's bewailing of "Canada's Me-Too Sickness" reveals that the poor, unsuspecting man is himself in danger of becoming a "Me Too". This is no better than Mr. Callaghan deserves. However, my quarrel with Mr. Callaghan is not that he deplores "Me Tooism" but that he stamps all Canadians with the brand of the company he has been keeping. His appraisal of Canadians reads like a travelogue written by a man who has seen Canada from the club cars of the transcontinental trains, the lobbies of Canada's big hotels, the luncheon meetings of big business executives, with a side trip to a city supermarket.

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By Order of the Board,

C. H. WINDELER,
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Toronto, Ontario.
April 26, 1957.

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Notice is hereby given that a dividend for quarter ending May 31, 1957, has been declared on the capital stock of the Company as follows:

Preferred Shares Cumulative Redeemable	60 cents per share
Class "A" Shares	10 cents per share
Class "B" Shares	10 cents per share

The dividend will be payable June 1, 1957, to shareholders of record at close of business on the 8th day of May, 1957. The transfer books will not be closed. Payment will be made in Canadian Funds.

By Order of the Board.

R. G. MEECH,
Secretary.

Toronto, April 26th, 1957.

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not to be found in these strongholds of conformity . . .

Mr. Callaghan is disconcerted because "in the House of Commons an honorable member rose to complain that long-haired programs such as the ballet *Swan Lake* got on national television". The point is that *Swan Lake* is borrowed culture. A country so newly aware of its nationhood hungers for something reflecting Canadian culture. Mr. Callaghan goes on to say that a professor considered CBC television too bookish. Could it be that what the professor meant was too British-bookish? You will not find those same people complaining about the Canadian flavor of Roger Lemelin's revealing television treatise on French Canada, or saying that Eskimo carvings are too "arty". On the contrary. Canadian hearts swell with pride at these manifestations of pure Canadiana. It's true that our special brand of culture has not developed in step with our hunger for it, but a substitute is unpalatable, nevertheless . . .

WINNIPEG — LILLIAN MAIN

Nuclear Tests

. . . In view of recent statements on the effects of radio active fallout . . . I believe the citizens of Canada are at least entitled to hear what stand the candidates for election to the House of Commons are prepared to take on the all-important issue of nuclear tests. Surely if the country responsible for the production of such a large percentage of world uranium is silent on this issue, then there can be no control, and the fate of future generations rests with the roll of the dice.

PORT HOPE, ONT. — JOANNE YOUNG

Astray in Paris

Your fine article about France, the chosen land of tourism, was much appreciated . . . I hope that the Valentre Bridge picture will guide many tourists to such rather unknown but very attractive provinces like the Quercy (Cahors) and many others.

Your photographer got himself mixed up somehow: The Terrace Café is not in Montmartre, but in the *Quartier Latin* and the dome in the background is not the Sacré-Coeur, but the Panthéon.

ST. CATHARINES, ONT. — R. J. KAYSER

Editor's note: Our error—as several other sharp-eyed readers have pointed out.

I wish to congratulate you on this excellent contribution to the promotion of understanding and good relationship between our countries. It seems to me that not only this type of information but also the general contents of this whole issue, should please your readers by giving them more and better material than ever . . .

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By Order of the Board.

K. M. SEDGEWICK,
General Manager.

Montreal, Que., April 16, 1957.

Ottawa Letter

by John A. Stevenson

Political Pilgrims' Progress

PRIME MINISTER St. Laurent, husbanding his strength at 75, has given Mr. Diefenbaker a head start in his cross-country pilgrimage for the courtship of the voters. The managers of the Liberal campaign are praying that he will be able to stage a farewell performance of the "folksy" talks at whistle-stops, which allured so many voters to his side in the last two elections, and can once more gain acceptance for his self-drawn portrait of the all-wise benevolent "Uncle Louis", who has a soul above the crude warfare of partisan politics. But there is evidence that a good deal of the gilt has been worn off this particular gingerbread.

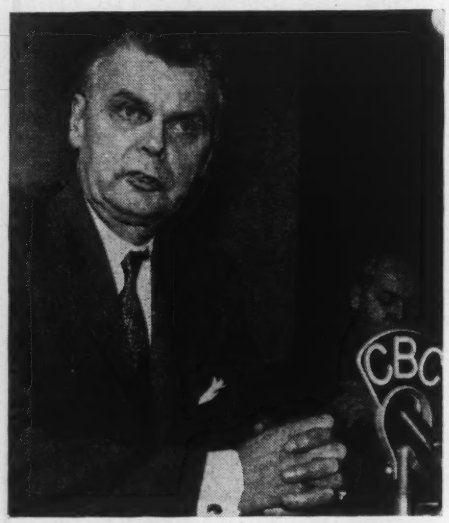
Mr. Diefenbaker evidently intends to range into every corner of the country to expound his views and policies. He has wisely decided not to spread the net of his indictment of the Government too wide, but to restrict its scope to five basic issues, with first place being given to the restoration of the supremacy of Parliament and its rescue from the autocratic dictatorship of the Cabinet.

Mr. Coldwell has too recently surmounted a heart attack to undertake more than seven speeches, but nowadays Stanley Knowles is rated only a little inferior to his leader as an advocate of the Socialist creed.

The Social Credit party started its so-called "March on Ottawa" with a great fanfare of trumpets at a convention in Toronto at which all their foremost speakers as usual spiced their orations with a flavor of religious evangelism; a program which offered panaceas for all our problems and troubles was unanimously adopted. It is hard to reconcile the pledge to cut taxation by 30 per cent with the promise to raise old age pensions from $46 to $100 per month. This vote-catching bribe to the aged must frighten the western tycoons who are reputed to be the chief source of the party's campaign funds. In Eastern Canada the Social Crediters' search for presentable candidates is encountering difficulties.

There is little prospect of a fulfilment of the rather plaintive hope of Mr. St. Laurent that the tragic fate of E. Herbert Norman and the attendant revelations will not be made an issue in the election. While Mr. Diefenbaker declared that he would only make an issue of one aspect of the affair—the Government's deception of Parliament—others are less merciful.

It was all to the credit of Mr. Pearson that he made such a wholehearted defence of Mr. Norman and his record. But not a few roses were stripped from his chaplet by some of his later utterances and actions. The letters which he wrote to



John Diefenbaker: Nook and cranny.

the *Montreal Gazette* and the *Toronto Globe and Mail* left several pertinent questions unanswered and did little to clear up the mental confusion of a bewildered public.

Mr. Pearson and the whole Cabinet remain on trial on four damaging charges: that they were the real originators of the Senatorial witch-hunt at Washington against Mr. Norman by making available an RCMP report which branded Mr. Norman as a Communist, that they did nothing to damp down the great wave of anti-American sentiment which swept over the country in April, that there was a deplorable economy of truth in certain ministerial statements to Parliament, and that it was major error of judgment to accredit Egypt, a country which is notoriously a satellite of Russia, a diplomat with a taint of Communism on his record.

At Ottawa an interesting by-product of the Norman affair is the jubilation of the admirers of Mr. Harris, Mr. Pearson's chief rival for the Liberal leadership, over the latter's unhappy plunge into a sea of troubles. They calculate that Mr. Pearson's defence of an official with a Communist past will be a black mark against him in the eyes of the hierarchy of the Roman Catholic church and such members of its faith as will be delegates at the Liberal convention which chooses a successor to Mr. St. Laurent.

Political weight at Ottawa of the original Atlantic provinces is relatively much weaker than it was 50 years ago, but compensation has been found in the inclusion of Newfoundland. Between them the four provinces of this region have 33 Federal seats, of which at the dissolution the Liberals held 26, the Progressive Conservatives 6 and the CCF 1.

The popularity of the benefits of Canada's program of social security in a community where poverty was endemic in the outlying settlements has made Newfoundland more or less a pocket borough of the Liberal party. Only in the two seats of the capital, St. John's, where the entry into Confederation is still unpopular, are the Conservatives credited with a chance of victory.

In Nova Scotia, the replacement of a provincial Liberal Ministry by a Progressive Conservative administration under a competent leader, Robert Stanfield, has naturally improved the prospects of Mr. Diefenbaker and his party. Conservatives will strive to exploit the widespread feeling prevalent in Nova Scotia (in common with her neighbors) that Ottawa has shown a culpable apathy towards her fortunes. It remains to be seen whether the belated efforts of the St. Laurent Ministry to appease this resentment by concessions about freight rates and guarantees of Federal help for new power developments have had any success.

The Liberals claim that their two seats in Halifax, another pair in Cape Breton, Lunenburg (held by Mr. Winters, the Minister of Public Works), Shelburne-Yarmouth-Clare and Antigonish-Guysborough are all reasonably safe for them. George C. Nowlan is expected to hold Digby-Annapolis-Kings for the Tories and Clarence Gillis cannot be beaten in the solitary stronghold of the CCF east of Ottawa, Cape Breton South. But the remaining three seats held by the Liberals, Pictou, Colchester and Cumberland, are all rated vulnerable to a vigorous attack by good candidates. The voters of the two first-named counties may well decide that they want more vigorous spokesmen at Ottawa than the two elderly political warhorses who now represent them: H. B. McCulloch, who sits for Pictou is nearly 80 and has said very little in Parliament since he entered it in 1940 and Gordon T. Purdy aged 68 who sits for Colchester has been almost equally silent. A. R. Lusby, who holds Cumber-

land, is under 50 and has shown some parliamentary ability, but his majority in 1953 was only 597 and the seat has been more often in Tory than in Liberal hands.

In New Brunswick the Progressive Conservatives were greatly elated, when in September, 1955, their candidate J. C. Van Horne, unexpectedly won in a by-election for the Restigouche-Madawaska seat, which has always been counted a firm fortress of Liberalism. But at Ottawa, Mr. Van Horne has conducted himself as a sort of rogue elephant of his party and in this role has often caused his leaders acute embarrassment by the violence of his speeches. One of his assaults upon Mr. Gregg, the Minister of Labor, was so outrageously unfair that a veteran member of Mr. Van Horne's own party sent a note across to Mr. Gregg, in which he intimated that he and other colleagues deplored Mr. Van Horne's performance. Mr. Diefenbaker did his party no good in New Brunswick when he publicly eulogized Mr. Van Horne as a valiant and valuable champion of Conservative principles.

With a Progressive Conservative Ministry well entrenched at Fredericton and able to help Federal allies, the Liberals, while they are confident of keeping Northumberland, Kent and Westmorland, admit they will have to fight hard to retain their other three seats. Mr. Gregg, although personally popular, is reported to be in some danger in York-Sunbury, and in Charlotte A. W. Stuart's majority has always been narrow, never exceeding 1,000 and in two elections as low as 30 and 58. The Liberals hope to regain Restigouche-Madawaska, but have little prospect of beating Thomas Bell in St. John-Albert, Col. A. J. Brooks in Sussex and G. W. Montgomery in Victoria-Carleton.

Since the general election of 1930 the Liberals have held at least three of Prince Edward Island's four seats but their majorities have usually been slim. Today the Progressive Conservatives of the island have a promising representative at Ottawa in Wing-Commander Angus Maclean (Queens) and the Liberals have no local champion who can match him as a campaigner. Moreover, the Liberal provincial Ministry is in financial difficulties which were increased by the sudden discovery that the Federal Treasury was "dunning" it for the recovery of an overpayment of 1.4 million made to it through a stupid error in Ottawa's estimate of the island's population. Mr. Harris has tried to sweeten this bitter pill by permitting repayments of this debt in instalments but on the island dark suspicions are being voiced that the error was deliberately designed at Ottawa to involve the Matheson Ministry in such financial embarrassment that the island could only be rescued by a merger with New Brunswick.

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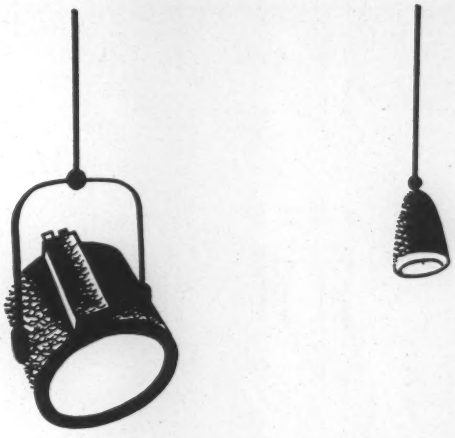
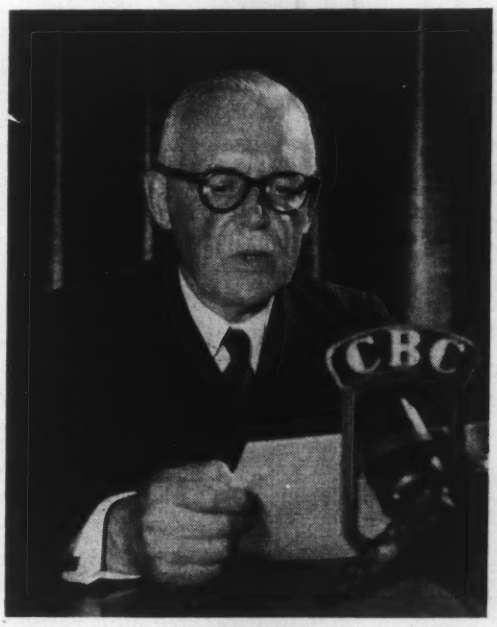


Television Performance Unknown Factor In Winning Elections

by John A. Irving

It is to be doubted that the CCF and Social Crediters could have survived without radio.



The Liberals practically have to be dragged screaming to the studios. Tories are as bad.

WILL TELEVISION make a significant impact on Canadian politics during the current election campaign? Is TV likely to become the dominating factor in Canadian politics that it has already become in the United States? Is the use of TV in political campaigns a genuine threat to the democratic process?

It is, of course, much too early to give firm answers to these important questions. But an analysis of the use of radio and television by politicians in the past may indicate the wave of the future.

The political possibilities of radio first became apparent during the prolonged and hectic U.S. Democratic Convention of 1924. In Eastern Canada it is generally assumed that, while radio has been a very influential factor in American politics for a generation, it has played only a very minor role in Canada. Such an assumption implies that Canada ends at North Bay or Sudbury.

It was in the West that first the Social Credit and later the CCF parties learned to use radio effectively. In fact, it may be doubted whether they could have become major political parties without radio. Through widespread and long-continued use of radio, the new parties broke up the Liberal and Progressive Conservative parties in Alberta, Saskatchewan, and British Columbia and there-

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Is the Gordon Report on the wrong track on Maritime affairs? Here are some suggestions that the economic stimulus could come from within.

Aerial view of Rustico, PEI; the way of life is distinct.

Fish and Fog: Maritime Prospects

by John D. Pattison

Magnificent seascapes abound—and provide a superb lure for tourists.

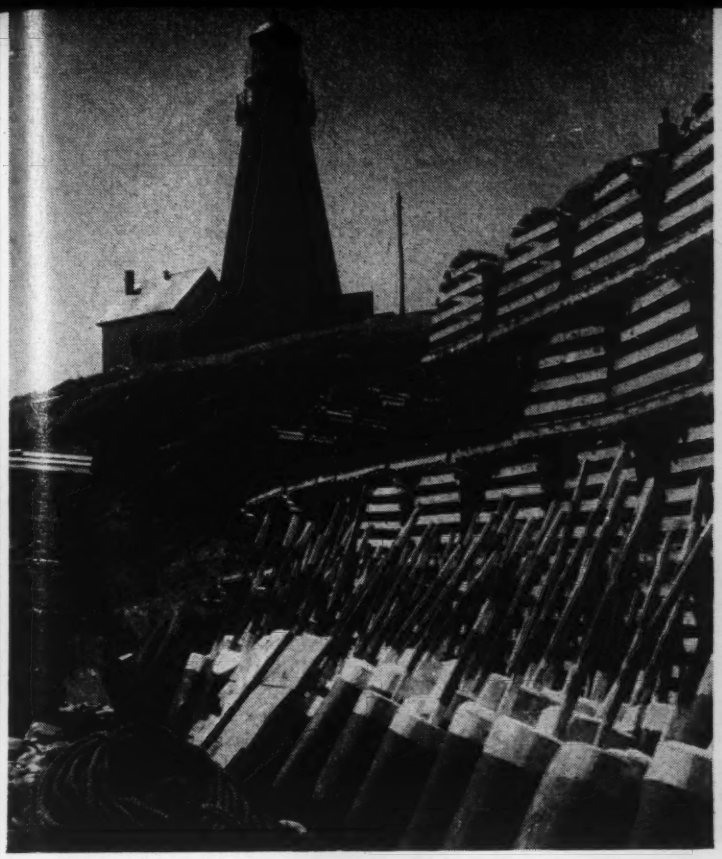
Peggy's Cove, NS, is a landmark for mariners, an attraction for artists.

AT ONE TIME the Maritimes were in the vanguard of continental growth. That was in the era of wind, wood, and water, when the industries of forest, fish and fur were of leading importance.

Although Confederation has frequently been blamed for the ills of Canada's east coast, the decline was in the cards before 1867. Economic activity was shifting from the east coast into the fast-growing hinterland, leaving the Maritimes far behind. New markets in Ontario and Quebec were too far away. The industries that grew with the industrial revolution—coal and steel—were unable to compete effectively with their inland counterparts, or with low cost industry abroad, and they could not be supported by the limited local market.

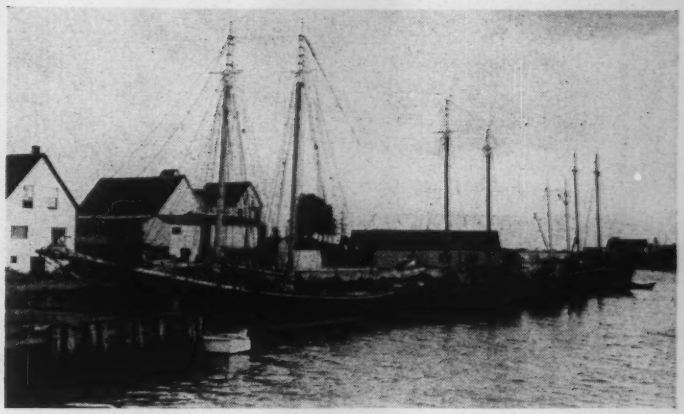
From almost the beginning of the Canadian nation these facts have frustrated inhabitants of the Maritime provinces. Lacking opportunities and prosperity at home, large numbers of Maritimers looked for them abroad. They went to the central provinces and to the West. To our cost, many went to the even more rapidly growing United States. The great loss thus suffered has been an almost unqualified gain to the regions where these people have settled.

Those who stayed behind have paid a price in terms of material things; however, this has been countered by the priceless possessions of a way of life quite distinct from that of the hustling, bustling, booming economies that are the common denominator of North American



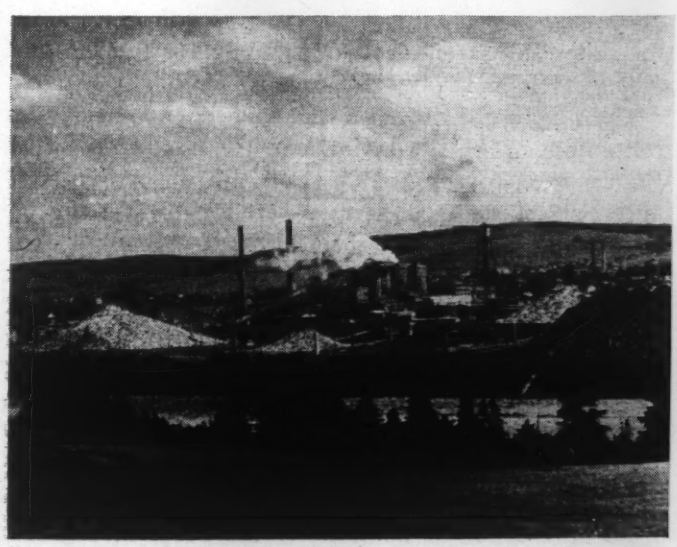
Lobster traps piled near Yarmouth Light, NS; better marketing could probably give East Coast fishermen higher, steadier incomes.

Coastal vessels at Murray Harbor, PEI; cash crops of fish, potatoes, etc., must be exported or not sold at all.



society. A placid, unhurried existence, in a locale of great beauty and charm, well supplied with necessities and unaware of missing luxuries—all this has given Maritimers a standard of contentment not easily matched elsewhere.

Into this peaceful situation dropped the findings of the Commission on Canada's Economic Prospects. As if stumbling on something unexpected, something new, a shocked Commission reveals that, in a Canada boasting of its wealth and its abundance, there is a large area of backwardness, underdevelopment, and even poverty. The obvious was noted—that the productivity of Maritime workers has not approached the levels reached in other parts of the country; in terms of levels of living and necessary services, these provinces were lagging far behind.



Pulp mill on the Madawaska River at Edmundston, NB.

These findings were facts that Maritime leaders have been muttering for half a century or more. An earlier Royal Commission had clearly defined them two decades ago. The new report pessimistically predicts a continuation of existing conditions, implying that destiny holds little that is bright for these hardy Canadians. It observes that irresistible economic forces may compel many to follow the well-trod paths of emigration in quest of a future elsewhere.

Acknowledging a national responsibility for depressed areas, the Report then recommends several palliatives that could help to provide a somewhat better future. Practically all of these bear the hallmarks of subsidy and hand-out—although this is specifically denied.

The report summarizes its recommendations saying, "What is required is a positive and comprehensive approach to the problem of the Atlantic region. With this objective, it is suggested that the people of Canada as a whole might (sic) be willing to assist the people of the Atlantic provinces . . ." Such solutions suggest charity rather than legitimate claims. They are not consistent with a society built on private initiative, enterprise and energy—whence our national achievements have sprung. This article does not concern itself with what the Canadian people *might* do: rather, it deals with what Canada, and its Federal government, *should* do, and what the Maritimes could do for themselves. More important, the Commission's proposals seem out of place with the spirit

CONTINUED ON PAGE 42

The Three Wise Men, Lange, Gaetano and Pearson, looked for ways to extend NATO.

NATO: An Alliance S

PEACETIME alliances often have been fragile structures with facades of durability concealing the paste. For many generations the classical system of states using the neat equations of power to balance strength with fears led to treaty relations that sought safety by anticipating the worst. But behind every engagement by one state to another lay the "higher" demands of "vital national interests" to which a promise must be sacrificed if other and "better" alignments spelled power, expansion and the interim protection of victory.

Metternich's Concert of Europe was born out of the need to defend the remains of the early modern *status quo* against the rampaging nationalism and power of revolutionary and Napoleonic France. As France declined and Germany rose, European alliance policies shifted to meet the new power that Bismark and Prussia were forging out of the fragmented pan-German world. The Anglo-French Entente at the beginning of the century, with the Russian Czar a cumbersome ally in the East, offset the growing threat of the Triple Alliance among Germany, Austria and Italy and set the fatal chess board for the pieces that were to move with such destruction in World War I.

The new entities that enlarged the purely European world of power to a global scale were the rise of Japan, the great and unexpected strength of the United States, and the transformation of Russia from its heavy medieval mass to the beginnings of the revolution and its ever-widening challenges we have known since 1918.

In those interwar years what was new on the level of power was not only these emerging giants to match the traditional strength of Britain, France and Germany, but the adoption of methods to organize the problems of maintaining peace through the League of Nations on the one hand and a series of special alliances and agreements on the other. The League failed to keep the peace and thus disclosed that the real sources of safety for states still lay in their own strength combined with that of their most powerful friends.

Even here the interwar network of non-aggression pacts built up by the USSR, and the treaties by which France tried to surround herself with a "cordon sanitaire", all fell the moment they were tested by conflicting aims or the demands of sheer survival.

With the end of World War II, the prime global facts for politics and peace were the strength of the USSR and her border empire now reaching into Europe as far west as the Elbe; the disappearance, for the time, of Japan and Germany—the two aggressors, with each almost single-handedly battling to victory in Europe and Eastern Asia; the atomic and industrial power of the United States; and the manifest decline from the very front rank of armed authority of the peoples of Britain and France.

Fear hastened the North Atlantic Alliance; what happens when ideas and fears of nations change?

by Maxwell Cohen

New chief of ground forces, Gen. Speidel takes French salute.

e Seeking a Reason

The great umbrella for war prevention that was to be provided by the United Nations slowly exposed its rents by 1947 as the cold rains of disillusion fell from the clouds of Soviet intransigence. But liberated Western Europe now had behind it the power of the United States, not distantly across the Atlantic but already in vigorous occupation of defeated Germany and in the massive economic assistance provided by the Marshall Plan. Britain, too, was both receiver and giver since now British arms were committed on the Continent to help hold back any early revival of German power.

Yet the United States and Britain temporarily in Europe alone could not insure safety. The Berlin Blockade, the coup in Czechoslovakia, Greece, the pressures on Turkey, the creation of the Cominform and above all, the contrast between the rapid demobilization of the United States and the size of the conventional arms strength of the Soviets and their chained satellites, pressed upon all the need to revive the military power of West Europe, to increase and stabilize the armed leadership of the United States and the United Kingdom in Europe, and to create institutions that would transform an earlier wartime alliance into a lasting system.

Finding a nucleus in the Brussels Five-Power Treaty of March 1948, which joined in military union France, the United Kingdom and the Benelux countries, thinking

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Lord Ismay (left) hands over as NATO Secretary General to Belgium's Spaak.

General Lauris Norstad (left), NATO supreme commander, with Gen. Speidel.

Those Happiness Pills

"Cheerful and loving-like" is what most people would like to be. But sometimes serenity packs dangers.

by Brian Cahill

The pill affects different people in different ways. For some, they are energizers . . .

MANY CANADIANS are becoming jittery about tranquilizers.

Some doctors and a host of sociologists, clergymen, writers and others whose business or hobby it is to be concerned about the public weal, are exhibiting symptoms of anxiety about the vast quantities of happiness pills now (to use one of their favorite phrases) pouring across the counters of the nation's drugstores.

People who write medical articles for women's magazines and similar publications are becoming positively tense about the matter.

"Happiness doesn't come in pills!" warns one author.

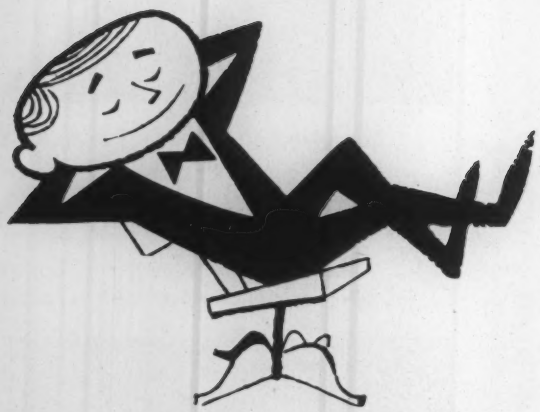
"Tranquilizers can ruin your health!" yelps another.

The burden of their message seems to be that too many people are using too many tranquilizers too freely and that the physical and mental health of the nation is threatened thereby.

Is this true?

My personal feeling is that it is not. But perhaps I am prejudiced because I have been using a very good tranquilizer with very satisfactory results for a good many years.

On those occasions when the world is too much for me it is my habit to repair to some respectable bar or some congenial club, knock back one quick one and then take another slowly, the while I discuss



While for others, they represent relaxation, temporary peace of mind, and a release from a crowd of nagging, day-to-day worries.

Not all "tranquilizers" come in handy tablet form. Music has long been recognized as a balm for troubled minds.

The pressures of modern-day living make for a straight-jacket existence.

Pills sometimes backfire. One man became so enthusiastic after a dosage, he talked himself right out of his job.

the affairs of the day with the bartender or some fellow seeker of surcease.

This procedure, I have found, reduces anxiety, quells unreasonable fears and induces a sense of well-being that is carried over into the rest of the day's activities. I almost invariably emerge in a better frame of mind than when I entered. For some time afterwards, I tend to be effective in a business conference, relaxed and cheerful in social situations, warm and out-going in personal relationships.

This effect of one of mankind's oldest remedies for tension and anxiety has long been known and noted even by people who for one reason or another do not take advantage of it on their own behalf. Remember what George Bernard Shaw has Eliza Doolittle say about her mother's sage method of dealing with her unemployed, depressed husband? The mother slipped him a shilling and chased him off to the local with the admonition not to return until he had "drunk himself cheerful and loving-like".

The quite serious point I would like to make here is that ever since man came down from the trees and formed a social group he has employed various artificial means of reducing the tensions and anxieties associated with social living. Some have used opium, some have used tea or coffee, some have used tobacco, some have used alcohol, some have used phenobarbital. And some have obtained relief from their inner tensions by banding together and trying to prohibit their fellows from using opium or tea or coffee or tobacco or alcohol or phenobarbital.

I know a woman who spends most of her time trying to persuade her husband to give up his reasonable refreshment of six or eight glasses of beer a day. She practically lives on Aspirin.

To my mind the tranquilizers are merely one more agent through which modern man seeks to ease his difficult way in an age of increasingly complex relationships with himself and the world about him.

As is the case with any similar agent the tranquilizers may be abused. And they may lead to the creation of problems that have basically nothing to do with the tranquilizers themselves.

The use of chloropromazine, the first of the synthetic tranquilizers, was pioneered in North America by Dr. Heinz E. Lehmann of the Verdun Protestant Hospital, a large institution for the mentally ill located near Montreal.

He has found the drug to be revolutionary in its effect. Patients who had had to be restrained for years can now be treated in open wards and many

CONTINUED ON PAGE 38

Over-indulgence can produce hangovers—a reaction not uncommon when another form of "tranquilizer" is abused.

The real fortune awaits the man who comes up with a tranquilizer which will effectively quiet fretful infants.

Fitzgibbons with Cecil B. DeMille on the set of "The Ten Commandments" during a Hollywood visit.

Fitzgibbons and his Shadow World

by Mary Lowrey Ross

SOME YEARS ago J. J. Fitzgibbons was formally initiated into the Sarcee Indian Tribe. The title he was given on this occasion was Chief Moving Shadows.

There was a good deal more than poetry in this designation. As President of the Famous Players Corporation, which controls 400 moving picture houses, and includes two television stations among its holdings, Fitzgibbons is responsible for the shadows that move daily across hundreds of screens in every Province in Canada. Probably no one in the Dominion can lay better claim to the Sarcee title than J. J. Fitzgibbons.

The executive offices of the Famous Players Corporation are on the top floor of the Royal Bank Building, Toronto. The paneled walls in the elevator lobby are hung with pictures of screen stars and there are shaded lights and flowers on the reception desk. There are no flowers in the President's office, and no portraits of movie-stars. The Fitzgibbons' gallery displays a large picture of Winston Churchill, another of Churchill and Roosevelt at Quebec, a faded photograph of Calvin Coolidge being presented with a gold pass to Famous Players. In addition there are leather-covered chairs and a television set which faces the big, workmanlike desk. Nothing in these rather spare and conservative arrangements suggests an executive suite in the moving picture industry, and there is very little in J. J. Fitzgibbons, who is also rather spare and conservative in appearance, to fill out the portrait of the moving picture executive. He is quiet, friendly, and undogmatic in conversation. His extraordinary talent for promotion and organization must stand on its record. No one would be likely to suspect it from his manner.

John Joseph Fitzgibbons was born in Meriden, Connecticut, where his parents died while he was still a baby. He was adopted by Mr. and Mrs. William Slack, owners of a small local theatre. Thus he grew up in the world of entertainment. It was, to be sure, on a rather modest period scale, and when his foster brother decided to branch out into the newly thriving nickolodeon business, J. J. Fitzgibbons went along as projectionist.

In 1915 he bought himself a camera and became a freelance newsreel cameraman. In two years he had acquired enough capital to buy into a chain of New England moving picture houses. From this point on, he expanded happily in the widening field of popular entertainment.

In a short time he sold out his interest in the New England chain and joined the Paramount-Publix Theatres

Corporation. Under young Fitzgibbons, moving pictures circuits now began to expand like a chain-letter series. He took charge of the entire New England division and in 1930 was asked to join Famous Players Canadian Corporation as director of theatre operations. In 1941, he was made President of a company that now stretched its chain of theatres across the Dominion.

From the beginning, Fitzgibbons combined a talent for organization with the liveliest possible interest in experimentation. He has always enjoyed experimenting —with ideas, with audiences, most of all with technical improvizations.

In his New England period he introduced sound equipment into one of his theatres at a time when the innovation, from the point of view of the head office, looked like the act of a mad sorcerer's apprentice. As it worked out, the new talking screen spoke up barely in time to save the experimenter from being fired from the corporation. Since then, he has been the first to welcome each new screen development as it arose. The public, he has found, is never more than a short jump behind the novelties devised for its entertainment. Fitzgibbons likes to keep a long jump ahead.

The only department in which he is slow to make changes is in his staff. If there is firing to be done, he does it with pain and reluctance. Even reprimands are delivered with so much sensitivity and concern that the guilty party is likely to go away feeling warmed rather than rebuked. Under the Fitzgibbons regime, the staff turnover has been held over the years to a minimum. Many of the top personnel have been there as long as Fitzgibbons himself.

Famous Players now controls two television stations, the French-speaking station CFCM in Quebec and the English station CKCO in Kitchener.

The decision to enter the television field, President Fitzgibbons is quick to point out, was not based on the grim assumption that the company had now nothing to lose but its chain of theatres. On the contrary, he is convinced that the movies and television are complementary and can be expected to flourish indefinitely side by side. The movies will continue to supply spectacle and scale, the television screen intimacy and immediacy. More important still, if television provides a comfortable evening at home, the movies are just as essential for people who want an agreeable evening out.

Television by its nature can never, of course, compete with what he describes as audience-participation. An audience, he believes, responds to a picture much as it does to a performance on the stage. In the audience, however, the audience reacts on itself rather than on the cast, working itself up to a fine glow of emotion or laughter. This is a very important consideration with Fitzgibbons, and he is deeply distrustful of the reaction of scattered spectators in a small screening room. As

CONTINUED ON PAGE 34

Television and movies can live side by side this expert believes.

In his office: top floor of Toronto's Royal Bank Bldg.

Two Canadians: A visit with Yvonne De Carlo who is a native of British Columbia. In the foreground is a set model of Mt. Sinai used in filming.

Travel

Canadians Discover Charm of Britain

London and the countryside. Hints on soothing the spirit and sustaining the inner man.

The local constabulary is polite and helpful. Visitors ask the way to Land's End, Cornwall.

One of the many famous views of London, seen from Westminister. Looking down the Thames toward Hungerford Bridge and skyline.

Syllabub, artichoke pie, a surfeit of lampreys and gooseberry tanzye are some of the dishes served from wooden platters in the Elizabethan restaurant which is a London post-war attraction.

Hampton Court: The view through the courtyards with the Henry VIII clock on Anne Boleyn's gateway.

Gay Brighton, South Coast resort with its popular piers is easily reached from Metropolitan London.

Shepherd Market in the middle of fashionable Mayfair is one of the most attractive spots in the West End.

Motoring is the ideal way to see the countryside. Car rental is easy and cheap by Canadian standards.

ABOUT FOOD and drink: Britain is now back to pre-war standards and you will be served solid food in generous portions almost anywhere. You can also get excellent food without paying excessive prices if you follow some simple rules.

English food at its best is very good. When you are in a small English country inn, do not look for the dishes you are used to at home, and do skip the dishes with a beautiful French name. Roast Scotch Beef with Yorkshire Pudding, Saddle of Lamb with mint sauce, Aylesbury Duckling with garden peas, fresh Scotch Salmon with cucumber salad, grilled Dover Sole, fresh York ham, Stilton cheese or one of the English farmhouse cheeses—these are the things to go for. Your meal will cost anything between 10 and 15 shillings ($1.40 to $2) and you will get good value for your money.

Remember also that the meals at which the British always excelled were not luncheon and dinner, but breakfast and, especially in the North of England, that delicious meal called High Tea. Kippers, oatmealed herrings, kidney and bacon, hot scones, faggots, real marmalade—these are things which you will not get outside Britain prepared as they should be prepared.

When you are in a provincial town with no friend to guide you, your best bet is a clean-looking public-house which displays a menu outside. The cost of a good lunch with good portions will be about 7s. 6d. ($1).

CONTINUED ON PAGE 34

Beefeaters in bright Tudor costumes guide visitors to Tower of London.

The Pub, English institution universally praised. Here is refreshment, good talk and in many instances the best food to be found anywhere.

Canada's Petroleum Industry: A Look Into The Future

by R. M. Baiden

From poverty to riches in only ten years—that's the story of Canada's oil. The next decade promises rapid expansion. But patterns will change.

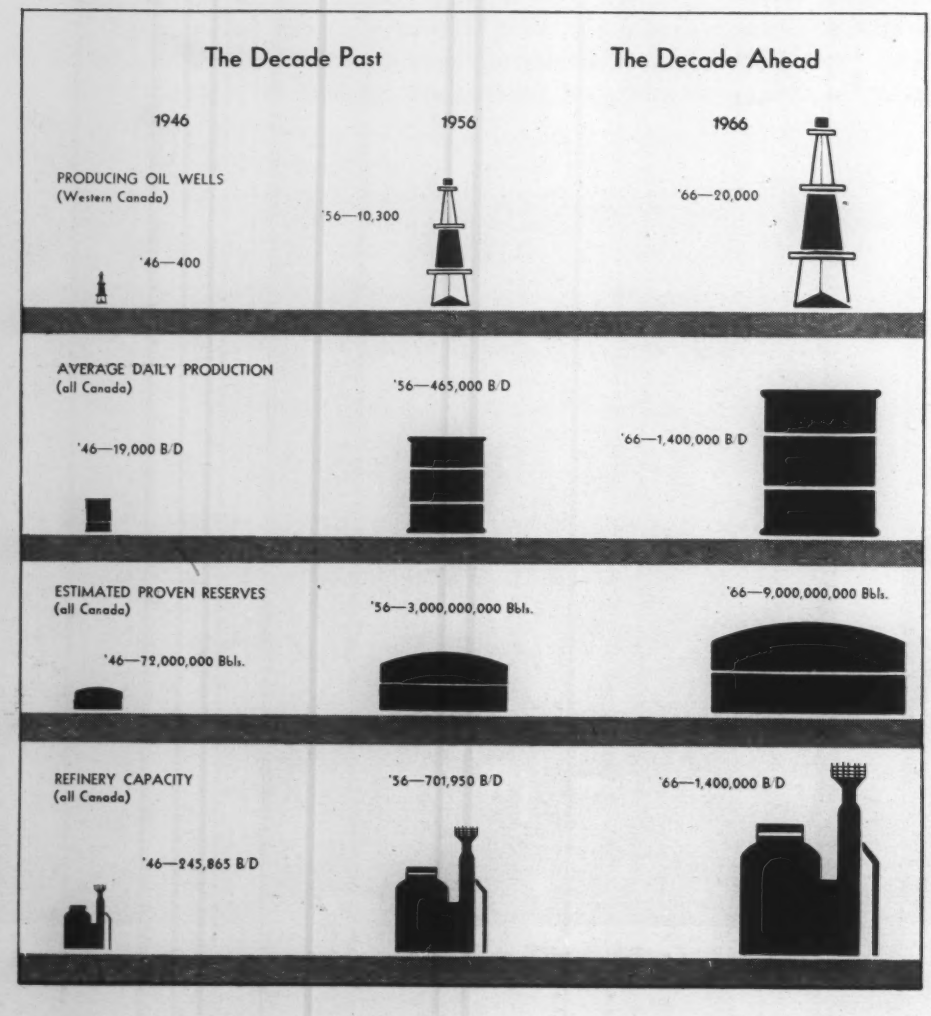
A DECADE AGO Canada's oil industry faced a bleak future. The west's biggest oilfield, Turner Valley, was playing out. In all Canada there were fewer than a dozen producing fields. Canadians imported 90% of their crude requirements.

Today this country stands eighth among the world's 47 oil producers and accounts for 2.7% of all crude output. Canadians supply 70% of their own needs from close to 50 fields in the western provinces. Last year Canada showed the biggest percentage increase in production — 30.8% to 22,800,000 metric tons — of any country in the world.

In that decade from 1946 Canada has moved from being an oil-poor to an oil-rich nation. Estimated oil deposits in this country now exceed the total proved reserves in the rest of the world.

What happened in those years, the spectacular growth of Canada's oil industry, can be traced to one critical event: the success of Imperial Oil's first well at Leduc—Imperial Leduc No. 1.

This success touched off an investment boom which saw almost $4,000 million poured into the search for oil and its production and transportation. It signalled one of the wildest orgies of stock speculation ever recorded on North American exchanges. It created fortunes virtually overnight and changed the economy of the Canadian West.



Following the success at Leduc—Imperial's first after 133 successive dry holes—oil companies scrambled for drilling rights. The result was Redwater, Golden Spike, Steelman, Pembina, Bonnie Glen and many other fields from Manitoba to British Columbia.

Pipelines were planned and built, tankers constructed and within four years of the Leduc strike, oil was reaching the big Ontario market. Today, the industry's pipelines stretch from Vancouver to Montreal, its refineries from Vancouver to Halifax and north to Norman Wells, NWT. In a decade, a nation-wide industry has grown from infancy to maturity.

But what of the decade ahead? Where can the industry go? What will it be doing by 1966?

The industry itself says predictions are little better than peering blindfolded into a clouded crystal ball, but here is the consensus:

The number of producing oil wells will about double.

CONTINUED ON PAGE 35

A GENERAL MOTORS VALUE

velvet smooth and full of ginger!

This sweet, smooth and sassy new Chevrolet has its own special way of going. It's spirited, sure... but a honey to handle. And if the roads out your way suddenly seem newer, that's Chevy's new ride!

We might as well own up to it — there's a certain restless energy about the new Chevrolet. It's not the stay-at-home type at all. Even when it's parked in the driveway, you can tell it's poised to travel.

The plain fact is, this beauty's full of vim and vigor and V8 action! (Horsepower, and how, ranges up to 245*.) But for all its fresh and frisky ways, Chevy's a real solid citizen on the highway.

It's a honey to handle — sure-footed on curves, beautifully smooth on roads that have seen better days, always quick and quiet in its response to your touch.

There just isn't a car built that offers more pure pleasure. It's just a short trip to your Chevrolet dealer's. Why not make it to-day?

CHEVROLET

** 270-h.p. high-performance V8 engine also available at extra cost.*

Puzzler

by J. A. H. Hunter

'WHAT'S THAT?" asked Steve. "You should never ask a lady's age!"

Tim looked up from where he sat on the arm of his mother's chair. "I know, Dad," he said, "but there was an argument at school and all the other boys knew their parents' ages."

Steve smiled: the youngsters know everything these days. "Well, I guess your mother won't mind," he conceded, "but you'll have to find out the hard way." He paused a moment. "A few years back, on your birthday, I was four times as old as Ann and your mother was six times your age. That day I figured her age and mine made exactly ninety-five when added to my age divided by yours, and her age divided by Ann's."

"But which birthday was that?" Tim was scribbling already.

"I said 'the hard way'," replied his father, picking up a book.

Ann is older than Tim, and of course he knew her age. But how old was Tim on that notable birthday? (48)

Answer on Page 44.

Chess

by D. M. LeDain

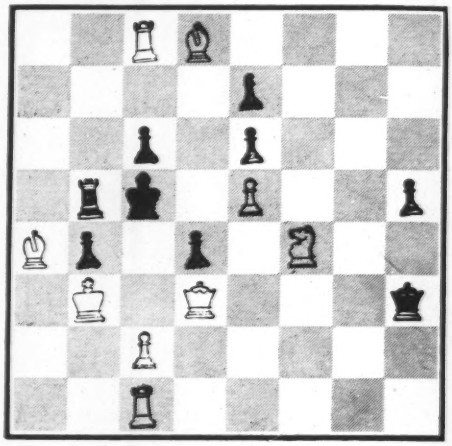
EAST IS EAST and west is west. In the western world, to checkmate with a lowly pawn marks a special achievement. Usually accepted in good part by the opponent. In the east, however, where extreme politeness and consideration is traditional, to mate with a pawn is a grave insult, especially if you could have won otherwise, and might well provoke a duel.

White: B. Gluecksberg, Black: M. Najdorf (Warsaw, 1935).

1.P-Q4, P-KB4; 2.P-QB4, Kt-KB3; 3.Kt-QB3, P-K3; 4.Kt-B3, P-Q4; 5.P-K3, P-B3; 6.B-Q3, B-Q3; 7.Castles, Castles; 8.Kt-K2, QKt-Q2; 9.Kt-Kt5? BxPch! 10. K-R1, Kt-Kt5; 11.P-B4, Q-K1; 12.P-KKt3, Q-R4; 13.K-Kt2, B-Kt8!! 14.KtxB, Q-R7ch; 15.K-B3, P-K4!! 16.QPxP, QKtxPch; 17.PxKt, KtxPch; 18.K-B4, Kt-Kt3ch; 19.K-B3, P-B5!! 20.KPxP, B-Kt5ch!! 21.KxB, Kt-K4ch!! 22.PxKt, P-R4 mate.

Solution of Problem No. 165 (Laws). Key, 1.Q-Kt3.

Problem No. 166, by G. Guidelli. White mates in two. (9 + 9)



"Offspring of an Idle Hour"

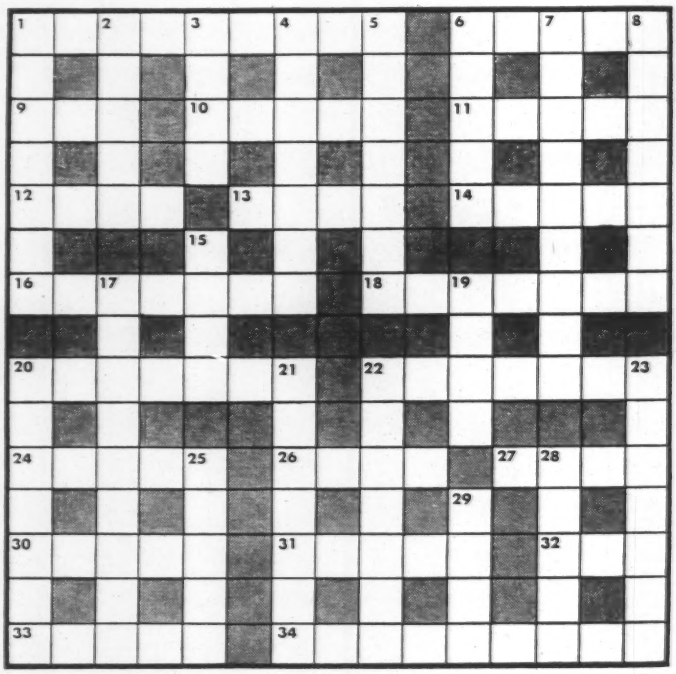
by Louis and Dorothy Crerar

ACROSS

1 See 1D.
6 Often compared to PP. No wonder mother doubled up! (5)
9 No doubt her first baby was the 24 of her 32 although not named Iris. (3)
10, 8. They are contented when they have a meal on hand. (5, 7)
11 The first person to get into babies' beds backwards was a philosopher. (5)
12 See 20A and 22A.
13 It holds the needle when 28ing job is necessary. (4)
14 The sort of rib Adam had? (5)
16 Hopeless feeling of a new papa changing diapers. (7)
18 But she isn't the Queen of the seas. (7)
20, 12. Introduce weapons to a military movement. (7, 4)
22, 12. Could ma's bairns be so different in appearance? (5, 2, 4)
24 The fruit of 9's 22A when 15 left. (5)
26 They need 19's head to cure some of them. (4)
27 Judge how I finished the rotter! (4)
30 Joyce Kilmer said they were made by fools like him. (5)
31 Bellows for bellows. (5)
32 See 9. (3)
33 Are nannas typically this at heart? (5)
34 See 1D.

DOWN

1, 1A, 34. World ruler. (3, 4, 4, 5, 3, 6)
2 Try the right angle to be a ma at sea. (5)
3 See 15.
4 One must bustle to get a litter, it seems. (7)
5 Ridiculous? On the contrary! (7)
6 Such a boar cutting these! (5)
7 Their gods rate solid to them. (9)
8 See 10.
15, 3. He was ruthless when just a babe. (4, 4)
17 When 6A are, parents do, of nights. (9)
19 Meeting places for English tots, in short. (4)
20 What is instrumental to Christopher Fry's livelihood may bar his toddler. (4-3)
21 A short journey taken by one in three? (7)
22 With which the college graduate enters the lists? If he tilts he'll lose it. (7)
23 I've turned neat to extremes, showing artlessness. (7)
25 Perhaps what one acquired by bringing home the Bacon? (5)
28 See 13. (5)
29 How to employ 3's head. (4)



Solution to last puzzle

ACROSS

1 Out of breath
10, 9. Central heating
11 Justice
12 Tel Aviv
13 Upright
14 St. Elmo
15 Bassoon
18 Undress
20 Slacks
23 Sleeves
26 Example
27 Trailer
28 Insults
29 Soup and fish

DOWN

2 Unravel
3 Oblivious
4 Bijou
5 Ensures
6 Thing
7 Scott
8 Inflated
9 See 10
15 Bas-relief
16 Oak-apple
17 Sunsets
19 Envelop
21 Amasses
22 Sense
24 Erato
25 Siren

(415)

Illustration executed in steel engraving for Monsanto Canada Limited by Gabor Peterdi.

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Last October, with spring coming on in Little America, thirty-eight massive sleds began snaking their way across shelf ice, carrying hundreds of tons of supplies on a rigorous 600-mile trek to a U.S. geophysical expedition at an outpost near the South Pole. The sleds were especially designed and built right here in Canada. Essential parts of the sleds are made of ductile iron, a relatively new alloy developed by Inco metallurgists after years of research. These ductile iron parts have withstood the severe Antarctic conditions in fine style.

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Records

by William Krehm

AUDIENCES TODAY are developing something quite new in the annals of music——a historic sense in listening to the literature of remote times.

We are acquiring this historic approach to music not only because scholarship and modern recording devices are giving us access to this literature, but because it answers a great need of ours. Spiritually we are increasingly becoming refugees from our times — as battered, bewildered, and insecure as any who fill Europe's yawning DP camps. We turn to the music of other periods seeking the values that we miss in our own.

An excellent means of exploring these broader musical realms is offered by Deutsche Gramaphon Gesellschaft's Archive Production, distributed in this country by Decca. The Archive series has set out to cover the masterpieces of musical literature over a period of some 12 centuries — and this not by casual samplings and improvised performances. The scholar has gone before, seeking out the most authentic manuscripts and the most faithful instrumentation; the artist has followed, endeavoring to make of these materials not mummies swathed in venerability but living music venting the feelings of people who loved, exulted and grieved as keenly as any who came later.

Here are two notable samples of the Archive output:

Guillaume de Machaut: La Messe de Notre Dame; 10 Secular Works — Pro Musica Antiqua, Brussels under Safford Cape. *ARC* 3032.

Not so long ago Guillaume de Machaut (1300-1377) was but another name in the history books that conservatory students plugged through en route to a degree. On this fine disc he is revealed as a great composer who was able to fill complex contrapuntal forms with a great gentility and nuance of feeling. Though a churchman, Machaut also wrote tender love songs recalling the age of chivalry that had already passed. The primary colors are absent in the sentiment of these lovely pieces; instead you have the delicate tints of idealization proper to chivalry. In this distant century the genius of France had already achieved a degree of refinement that yields nothing to Debussy or Fauré.

The Mass of Notre Dame is the first known to have been set to music by a single man. Machaut is no drawer of the long bow, and the mass is as discreet in its austerities as the love songs are in matters of the heart.

Performance and sound excellent. On it you can appreciate the textures of ancient instruments.

Gregorian Chant: Office for the Dead (Requiem Mass). Choir of the Benedictine Abbey of St. Martin, Beuron under Pater D. Maurus Pfaff, O.S.B. *ARC 3031.*

Instead of the isolated examples of plain song (Gregorian chant) usually given on discs, Archive brings us the entire Office of the Dead, the origins of which stretch over nearly a thousand years. The authentic way of singing plain chant has long been a subject for hot debate among scholars—not only because of the difficulties of deciphering the rhythmic notations of ancient manuscripts, but because the practice of plain song itself underwent great changes over the centuries. Archive adopts the version of the Solesmes monks. No matter how faithful this restoration may be, it is of a moving austerity. Instead of the wide gamut of emotions covered by later religious music, the prevailing mood of the chant is of reverent prostration. The men who created it had clearly found peace in accepting their position as lowly worms under the vaulted heavens. Performance and sound excellent.

Schubert: Rosamunde (Overture, Entr'acte, and Ballet music) Symphony No. 5 in B flat Major. The Columbia Symphony Orchestra under Bruno Walter. *ML* 5156.

Bruno Walter makes the most of Schubert's lyricism and adds a generous touch of Viennese languors. However, a certain unsteadiness of tempo in the last movement of the symphony is less convincing. Performance good. Recording good.

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Books

by Robertson Davies

The Great Reader Learns

Designers and typographers are rare people; only a certain amount can be learned about their work, and the rest is a matter of taste and intuition. They are pernickety fellows.

The Nonesuch Press
An engraving by Reynolds Stone.

IT IS NOW more than two years since I first met the man who described himself as a Great Reader, and recorded our conversation in this magazine on September 11, 1954. Since then I have run into him from time to time, and only last week I met him in our favorite bookshop, where he was buying some paper-back mysteries. When he saw me he blushed and retreated, and in every respect behaved like a man taken in adultery; I transcribe our conversation from that point.

The Man: Ha ha; bet you wonder why I'm buying this tripe.

Myself: No, I don't.

The Man: Fact is, I read it in bed—

Myself: And it's easy to hold. Yes, I know.

The Man: That's right. Most of these hard-cover books are too heavy to hold in one hand. After a few minutes your thumb begins to ache. Why do they make them so heavy?

Myself: They don't; some hard-cover books are quite light. It's a matter of design.

The Man: Who does design a book, anyway?

Myself: It might be anybody from a really great designer and typographer like the late W. A. Dwiggins or Sir Francis Meynell down to the foreman of a small job-printing company. Usually it is somebody in between, who works for a publisher. But not many companies can afford the services of a top-notch designer.

The Man: I don't see that; the importance of a book lies in its contents, of course, but it's a competitive business, and surely the comfort and convenience of the reader ought to be considered. If I were a publisher I'd hire the best man in the field.

Myself: Designers and typographers are rare people; only a certain amount can be learned about their work, and the rest is a matter of taste and intuition. Furthermore, your great designer would probably ruin you, because he wouldn't use anything but the finest papers and types, and would scrap thousands of dollars worth of work if it didn't meet his high standards in details which might be invisible to your eye. Typographers are pernickety fellows, you know.

The Man: I'll bet you that if I put my business ability to work I could produce beautifully designed books at commercial prices.

Myself: Perhaps you could. It's been done.

The Man: Look at those books over there, the American ones published by Knopf; they look fine to me, and they're priced in the usual range. And those Batsford books—the illustrated ones—they're good.

Cassell & Co.
A design by Eric Gill.

Myself: Certainly, and look at these Penguins; for the price they're fine pieces of design. All over this shop you'll find handsome books, and horrible ones. Some publishers have a style you can tell at forty feet; the Oxford University Press, for instance. Others never seem to decide just what they want.

The Man: I'll tell you something. I'm a Great Reader—

Myself: I know. We went over all that in 1954.

The Man: Yes, but my real enthusiasm is pictures; I've got quite a nice small collection. And do you know, I'm almost ashamed to admit it, but I always buy a handsome book in preference to an ugly one. I almost have to force myself to read a book that offends me by its type and paper. Not that I know anything about typography, of course.

Myself: But why don't you learn? Obviously you have an inclination toward it, and we need people who are particular about typography. Everywhere we go, and whatever we do, we are sure to meet with some printed matter, and much of it is pretentious, expensive and awful. I wish people would be as fussy about typography as they are about interior decoration, for instance.

The Man: Good idea. But how would I learn?

Myself: You have taste; what you now want is knowledge. There's the book for you over there—that handsome one in the yellow and gray dust-wrapper. *Methods of Book Design* by Hugh Williamson. It's a beautiful book in itself, and it couldn't be bettered as an introduction to a fascinating subject. It tells you how books are designed and printed, and a lot about type and spacing and margins—

The Man: And legibility. That's surely

the basic thing. A book must be legible.

Myself: Well, as a matter of fact, Hugh Williamson says that legibility is a mystery; apparently there are no really satisfactory tests to tell you whether one good type is more legible than another. Bad type, of course, is easy to recognize, because it is muddy, or broken, or twiddly —or too plain. Did you know that type could be too plain? It can. That's why the craze for sanserif types was so short.

The Man: San—what did you say?

Myself: Sanserif—no twiddles; no little feet on the letters, and no little shelves where they branch out. Sanserif type came in with orange-crate architecture and is going out with it. But there are about thirty-seven major type-faces, and you can learn to recognize them all.

The Man: I'd like that. Are they machine-set types, or hand-set?

Myself: Both. But all except very special books are set on machines, and the machines will do superb work. They will even provide handsome ornamentation; in the Knopf books you will find some wonderful ornaments done in Linotype and Monotype ornaments.

The Man: (by this time he has the Williamson book and is handling it with the caressing touch of a man who is shortly going to buy it) It would be a nice book just to have, even if I never read it.

Myself: Yes, but I think you will read it. It's extremely interesting. I picked it up, thinking that I would just take a look, and before I knew what had happened I had read it from end to end, and written a SATURDAY NIGHT article about it, as well.

The Man: Do you think your readers will be interested in a book of that kind?

Myself: Some of them will; people are growing more critical of design in every field. People who love books don't merely love to read them; they are like you; they like to look at them and feel them. The old books, before the days of printing, were ornaments as well as books; people wanted them not only for what they contained, but for their beauty. There is a lot more of that spirit still in existence than most people realize. A book is an aesthetic object surely?

The Man: Then it seems queer that so little attention is paid to the artists who design books.

Myself: They are admired by those who know and care about such matters. Beatrice Warde, for instance, is as well known to lovers of fine typography as Henry Moore is to connoisseurs of sculpture. And Jan van Krimpen means at least as much to connoisseurs of type as Georg Jensen does to admirers of the silversmith's craft—he is one of the greatest living designers.

The Man: I'm going to look into this.

Myself: Good, and if you are feeling particularly generous, you might give a few copies of Williamson's book to school and college libraries. The Public Libraries will all be buying it for themselves; it's obligatory for them. The more this sort of information is distributed, the sooner we shall cease to tolerate the typographical monstrosities which are, in both cheap and costly forms, to be seen everywhere we go. Theatre programs, public notices, newspapers, commercial packages, labels, government forms—and of course books—can be typographically good, bad or mediocre. But people who cannot bear ugly things in other realms seem quite content to put up with ugly printing, and even to buy, and attempt to read, books which are so ill-printed, heavy and clumsily bound, that they make their hands tired and their eyes ache—not to mention making their gorges rise. They really should read Williamson. —But I am keeping you from your mysteries.

The Man: No, no; let's go somewhere and have a drink and talk about it further.

Myself: Well, if you insist . . . (We go, after he has bought the book).

Methods of Book Design, the Practice of an Industrial Craft, by Hugh Williamson—pp. 416 with index and many illustrations — *Oxford University Press — $9.*

Good Companion

Gilbert White in his Village by Cecil S. Emden, with illustrations by Lynton Lamb and map of Selborne—pp. 156—*Oxford University Press—$3.00.*

A SLIM, HANDSOMELY printed little book from the Oxford University Press will be welcomed by all Selbornians. It is *Gilbert White in his Village* by Cecil S. Emden. Any book about Gilbert White is bound to suffer by comparison with the great naturalist's own writings. However, this brief study does exactly what its author intended: it fits White into the local community as neighbor, master, parson, countryman, gardener. No new biographical material is presented and many of the anecdotes will be familiar to readers of the *Natural History and Antiquities of Selborne.* But it is a pleasant, leisurely book, a good companion and complement piece to the *Journals* or the *Life and Letters.*

F.A.R.

Deft and Easy

Fabled Shore, by Rose Macaulay—pp. 198, maps and photographs — *Hamish Hamilton—$5.50.*

TRAVELLING BY CAR, and alone, the writer of this book journeyed slowly and with a leisurely savouring of landscape and architecture from Port Bou, at the highest northern point on the Spanish coast, south and west to Cape St. Vincent, at the southernmost point of the coast of

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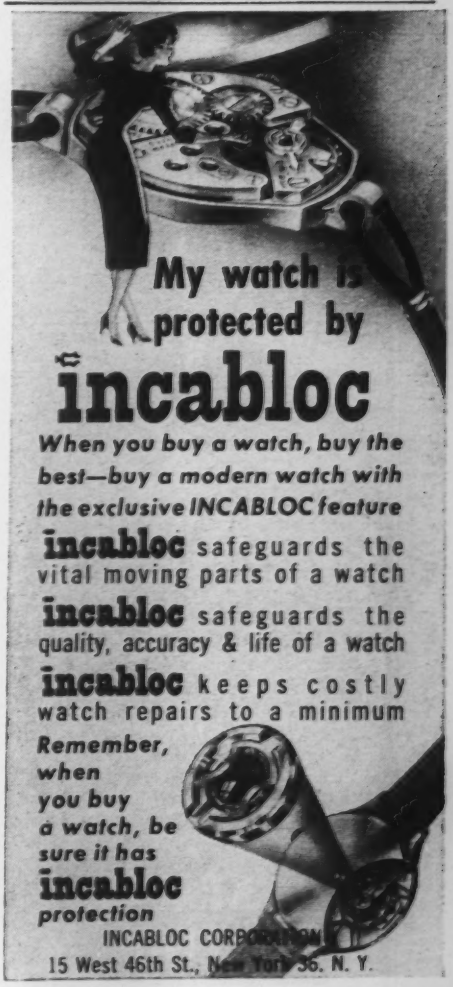
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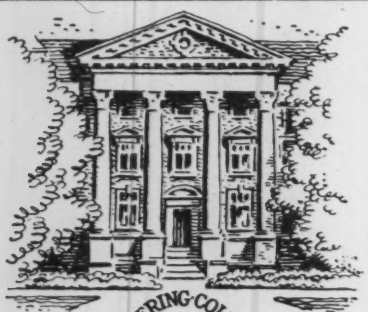

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Peanut Gallery

Too Much, Too Soon, by Diana Barrymore and Gerold Frank—pp. 380 & illustrations—*George J. McLeod—$4.75.*

THE BARRYMORE family have long been regarded as actors of unusual gifts, and certainly in the case of old Mrs. John Drew (1820-97) there may have been some foundation for this belief. But of late years they have excelled chiefly as exhibitionists.

In this book Diana, the daughter of John, and the great-grand-daughter of old Mrs. Drew, tells of her disordered childhood, her early assault upon the stage, her failure, her marital unhappiness and her drunkenness. The story has its aspects of pathos, certainly, but by committing it to a book, written in an emotional, gushing prose, Diana Barrymore has aroused our suspicion that this is just another Barrymore hamming it up for the peanut gallery. She has made every reader her confessor, and it will be doubted if many readers will give her absolution. S.M.

Real Thriller

Underworld Nights, by Charles Raven—pp. 207—*Clarke, Irwin—$2.25.*

WRITING under a pen-name, Mr. Raven gives some astonishing details of British underworld life. Though plainly under the influence of Damon Runyon, he is a writer of individuality and humor, and this unassuming book provides more authentic criminal thrills than six ordinary whodunits. S.M.

From "Underworld Nights".

The Lively Arts

by Mary Lowrey Ross

Radisson et Cie.

IN ONE RESPECT at least the Radisson program is beginning to pick up. The characters, both Indians and French, have learned to paddle their canoes. They no longer head straight for the reeds and they don't just drift along any more, like summer vacationists enjoying the scenery to the music of a portable radio. As an historical study, however, *Radisson* is still hardly more enlightening than a burned-out tube.

One week Radisson goes up the Ottawa River, surprising the Iroquois. The next he comes down the river, surprising the Iroquois. This is easy, since the Iroquois themselves can hardly detect the sound of a shotgun fired at close range, let alone the rustle of the enemy in the underbrush. Isn't it about time that Radisson stopped shooting fish in a barrel and got down to the serious business of making history?

At its best, *Fighting Words* is a highly provocative program that lives up to its title. It falls considerably below that level when the panelists are in agreement, or so little in disagreement that, in Chairman Nathan Cohen's phrase, "argument can proceed in moderate tones". When this happens, the program sounds a little like the questions-and answers period following on a discussion of agrarian policy or adult education.

The most stimulating guests on *Fighting Words* have invariably been people of positive opinion, eager to fight for their points and prepared to shout the other panelists down. Listeners enjoy having them interrupt, contradict, come in swinging and go down fighting; for from the audience point of view it is better to end up winded in debate than to argue windily to foregone conclusions.

Whitton: Take them all on.

Radisson: Iroquois can't hear.

By definition *Fighting Words* is a battleground, rather than a clearing-house of opinion. Otherwise, why call it "Fighting Words"? Why not, simply, "Argument conducted in moderate tones"?

Meanwhile, the program has a valuable ally in Dr. Charlotte Whitton. Dr. Whitton is prepared not only to challenge every quotation but to take on all other panelists separately or in a body. With Panelist Whitton on hand, *Fighting Words* is in no danger of forfeiting its title.

I nearly always watch Ed Murrow's *Person to Person* program, and I enjoy the glimpses it provides into the beautifully ordered, well-heeled and splendidly adjusted lives of the celebrated. They do get a little repetitive at times, however, and I sometimes wish Mr. Murrow would surprise us with an interview that ran something like this:

Murrow: Bradley Watkins, the well-known novelist and his wife Mavis Mugan, former stage and screen star, live in this reconstructed Mennonite meeting house at Cutting Corners . . . Ah, good evening, Brad.

Brad: Evening, Ed. Mavis will be along as soon as she finishes turning the meat-loaf. Here she is now.

Murrow: Good evening, Mavis.

Mavis: Evening, Ed. Mind if I straighten things up a bit? The cleaning woman didn't turn up as usual.

Murrow: You go right ahead. By the way, that's a very interesting piece you're holding.

Mavis: I'm glad you mentioned it, Ed. It's really just a pickle jar I coated with plastic and then added things before it set —you know, like tacks and safety pins and old watchsprings and the nut off the meat-grinder. Then I coated it with gold paint—that's what gives it that lovely patina.

Brad: So that's where the car-keys went!

Murrow: Brad, I hear you've sold *The Bride of Wapshott* to the movies. Think you can persuade Mavis to play the lead?

Brad: God forbid. I mean, don't misunderstand me, Mavis is a very fine actress. She might even be a very great one if she could just learn to pick up her feet.

Murrow: Ha, ha. How about you Mavis? I suppose you're read *The Bride of Wapshott?*

Mavis: Well, I've tried to, Ed, but you know how it is. Once you lay down one of Brad's novels you just can't seem to pick it up again.

Murrow: Ha, ha, ha! Tell me Mavis, do you still feel it is worth while giving up a stage career for marriage and home life?

Mavis: Listen Ed, if I had to it all over again, and this is just between you and I, I wouldn't—

Brad: *Me*, for god-sake. Between you and me!

Mavis: I wouldn't give up me for anything else on earth.

Murrow: Visits Cutting Corners.

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Gold & Dross

Expansion and financing—Some manpower problems—Drop in construction—Nickel and copper prices—The outlook for gold.

Hamilton Cottons

What is the outlook for Hamilton Cottons? — P. C., Kingston, Ont.

Business of Hamilton Cotton Company improved last year and sales and production were the highest yet achieved. Net profit was $360,531 in 1956, compared with $135,940 in 1955. The current year started with operations at a satisfactory rate.

During 1956 substantial expenditures were made on capital account, including the purchase of the International Braid Co. of Canada and the purchase of a large building in Marysville, New Brunswick.

Total cost of this building and equipment will represent a new investment of about $2 million for which long term financing is being arranged this year.

Bralorne

How is Bralorne Mines regarded? — J. H., Orillia, Ont.

While Bralorne Mines earned only 7 cents a share from its 1956 operations, dividends totalling 40 cents a share were paid during the year and these were derived mainly from earnings of previous years.

After experiencing a labor shortage, the manpower situation improved last winter and the mine now has a full crew.

The property has had a rich and lively history and more optimism is warranted about it than most gold situations. Grade is exceptionally high and there is a good deal of favorable territory yet to be explored and developed.

Gypsum, Lime

Has Gypsum, Lime & Alabastine any interesting prospects?—K. A., Buffalo, N.Y.

Net profit of $154,000, equal to 18 cents per share, is reported for the first quarter ended February 28 by Gypsum Lime & Alabastine Canada Ltd. In the February quarter last year, net profit was $313,000, or 36 cents per share. Per share earnings are on the basis of 880,086 common shares outstanding at latest quarter end, after a two-for-one stock split June, 1956.

Lower sales and earnings in the first quarter this year reflect the sharp drop in residential construction, mainly attributable to the shortage of mortgage funds.

It is, however, expected that with the new flow of mortgage funds, prospective increase in immigration and new family formation, the demand for new housing will strengthen.

The company's second rotary kiln at Beachville is expected to be in operation in July 1957, and repairs and improvements to the Windsor plaster plant have been completed.

Falconbridge Nickel

How do you regard shares of Falconbridge Nickel?—J.B., Kingston, Ont.

As Canada's second-ranking nickel producer, Falconbridge is an important factor in an industry whose long-term prospects are somewhat difficult to assess. The company has substantial deposits of nickel-copper ore and has nothing to worry about respecting its ability to produce metals.

The price of copper has come down considerably during the last year and may go lower since an important proportion of the world's copper output can be produced for less than 25 cents a pound. Falconbridge officials, it should be noted, have been most conservative and realistic in estimating the future course of metal prices.

Nickle is bringing around $2 a pound in the open market, against a posted price of 74 cents U.S. per lb. f.o.b. Port Colborne, Ont. Naturally, premium prices cannot be anticipated for the long-term future but in the meantime they afford producers a chance to put on some fat, and encourage increases in productive capacity.

The Falconbridge long-term expansion program commenced in 1953 and was designed to bring production from a level of about 30 million lbs. of nickel a year to 55 million lbs. The initial stage of the program brought production to 45 million lbs., and was achieved by 1955. Since that time the long-term objectives of developing Fecunis mine and of constructing additional treatment facilities to handle the additional production have been progress-

ing through 1956 and will continue into 1957.

Although a plateau of production of about 45 million lbs. has been obtained through 1955 and 1956 and is expected to prevail through 1957, the output coming from company mines has increased and is expected to continue to increase as deliveries from outside producers fall off. Commencing in 1958 production is expected to move upward again toward the planned level of 55 million lbs.

As a consequence of the expansion program, capital and pre-production expenditures continue at a high level and bring in their train heavy and increasing write-off charges against earnings.

Moreover, interest on money borrowed to finance the property program has reached and will remain at a high level until repayments commence. Meanwhile, the financing of the company is very materially assisted by exemption from tax of income of new mines in the early years of their operations.

The company is a subsidiary of Ventures Ltd. and the amount of stock thereby taken off the market has made Falconbridge more difficult to buy than would otherwise have been the case. This is reflected in price levels; followers of the stock expect the realization of good expectations to pay off eventually.

Smelters

Do you think the Consolidated Smelters' dividend, which totalled $1.75 a share in 1956, is safe in view of the decline in earnings last year? And what about the stock's market price?—C.H., Peterborough, Ont.

Although Smelters' net earnings were down 18 cents a share in 1956 from 1955, the situation can be better appraised by considering the total cash flow or profits before depreciation but after taxes.

Smelters' net profit in 1956 was $30,-306,110 after depreciation charges of $9,-307,889, whereas net in 1955 was $33,-709,893 after depreciation of $9,117,183. The generosity of depreciation charges is best appreciated in the light of the property account, which stood at $74,023,770 at the end of 1956. This is low in relation to the indicated life of the Sullivan mine and, depreciation charges are at a rate which appears to be accelerated. Thus, a portion of the $9 million-plus charged to depreciation in 1956 could be considered as cash available for dividends. The same thing could be true of 1957 earnings, and in view of this the dividend can be considered as having a degree of protection which doesn't appear on a net-earnings basis.

Looking into the future, it might not be too bold to regard 1956 earnings as a criterion of 1957. Smelters is a lead-zinc producer and the market for these metals ap-

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COMMON SHARES

Dividend Notice

NOTICE is hereby given that a Dividend of twelve and one-half cents (12½c.) per share on the outstanding Common Shares of the Company has been declared payable June 15, 1957 to shareholders of record as at the close of business on May 15, 1957.

The transfer books will not be closed.

By order of the Board.

Frank Hay,
Secretary and Treasurer

Toronto, April 24, 1957

BY APPOINTMENT TO HER MAJESTY THE QUEEN WEATHERPROOFERS

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pears to be stabilized around current levels, which are typical of 1956 prices. It also manufactures fertilizers.

Fewer pursuits are fraught with more uncertainty than the application of foresight to stock-market prices. There are, however, known quantities in the Smelters situation which suggest the likelihood of the stock retaining its rank as one of Canada's primary speculative investments. The yield alone, presuming $1.75 dividends, on a price of $25 a share, would seem to provide a degree of price stability. Adding to its technical position on the market is the ownership of 51.35% of its issued 16.4 million shares by Canadian Pacific Railway. The latter's interest in Smelters looms large in the market assessment of the investment future of CPR. This majority interest in Smelters is off the market, lessening the floating supply and enabling the stock price quickly to reflect favorable developments.

In sizing up Smelters, don't overlook the possible effect on its fortunes of its controlling interest in Pine Point, which is said to be the world's largest lead-zinc deposit. While the promotion of the Pine Point enterprise into the realm of economic reality necessarily awaits the provision of railway transportation, some years away, it assures Smelters of a long-term supply of raw materials out of which to make metal to support its established outlets for lead and zinc.

Stock Options

What is the explanation of penny mining and oil companies issuing stocks under options? These option exercisings seem to go through the stock exchange and it looks to me as though the stock exchange lists stock before it is issued. Am I correct in my interpretation?—W.C., Winnipeg.

Your interpretation is substantially correct. A company in applying for listing is compelled to give details as to options outstanding on its unissued stock, also to provide the stock exchange with details of options exercised and of subsequent options as granted.

These options are generally granted as a condition of some one putting up some cash for a company. While there is much to be said against the practice it is the only way in which many prospecting outfits have been able to raise cash with which to foot the bills. As collateral, the banks regard moose pasture in much the same way as they do cigar-store coupons.

Theoretically a company is an association of shareholders freely organizing for a common object. In practice, however, they are often people who have bought equities through the salesmanship of someone else. Options have been deemed a necessary device for the kind of people who do wildcat promotion. Generally they have less cash than ideas and hopes.

Wright-Hargreaves

Do you think Wright-Hargreaves will succeed in its depth work?—H.D., Halifax.

Directors of Wright-Hargreaves thought sufficient of the depth chances of the property to authorize extending its working 1,000 ft. below their previous depth. In December, 1955, the company commenced sinking its new No. 6 internal shaft to 8,170 feet. This has been completed and now enables lateral investigation of the drill indications upon which the shaft sinking was based. The new levels which the shaft will open are expected to yield grade of three-quarter ounces gold per ton and if this occurs in sufficient quantity will contribute importantly to earnings.

Kirkland Lake mines are noted for the richness of their ore. Thus pessimism regarding the future of the yellow metal is less applicable to a Kirkland Lake gold operation than to one in some other camps.

The new deep shaft at Wright-Hargreaves, which is controlled by the neighboring Lake Shore company, means that its workings are probably the deepest in North America. But the additional depth is not expected to influence costs to any appreciable extent.

In Brief

Are you still bearish on uraniums?—G.E., London, Ont.

If not being bullish, because of a lack of evidence to support an optimistic view of uraniums makes us bearish, the answer is "Yes".

How is Dunvegan doing?—C.M., Windsor, Ont.

Still living in hope.

What made Coast Copper sink? — S.C., Montreal.

The decline in the price of copper. Additionally, Coast shares represent only a nominal equity since the company is heavily in debt to the major stock holder, Cons. Mining & Smelting. About the only possible reason for Smelters not putting Coast out of misery is the public relations policy of CPR, which controls Smelters.

Anything new on Osisko Lake mine?—G.W., Edmonton.

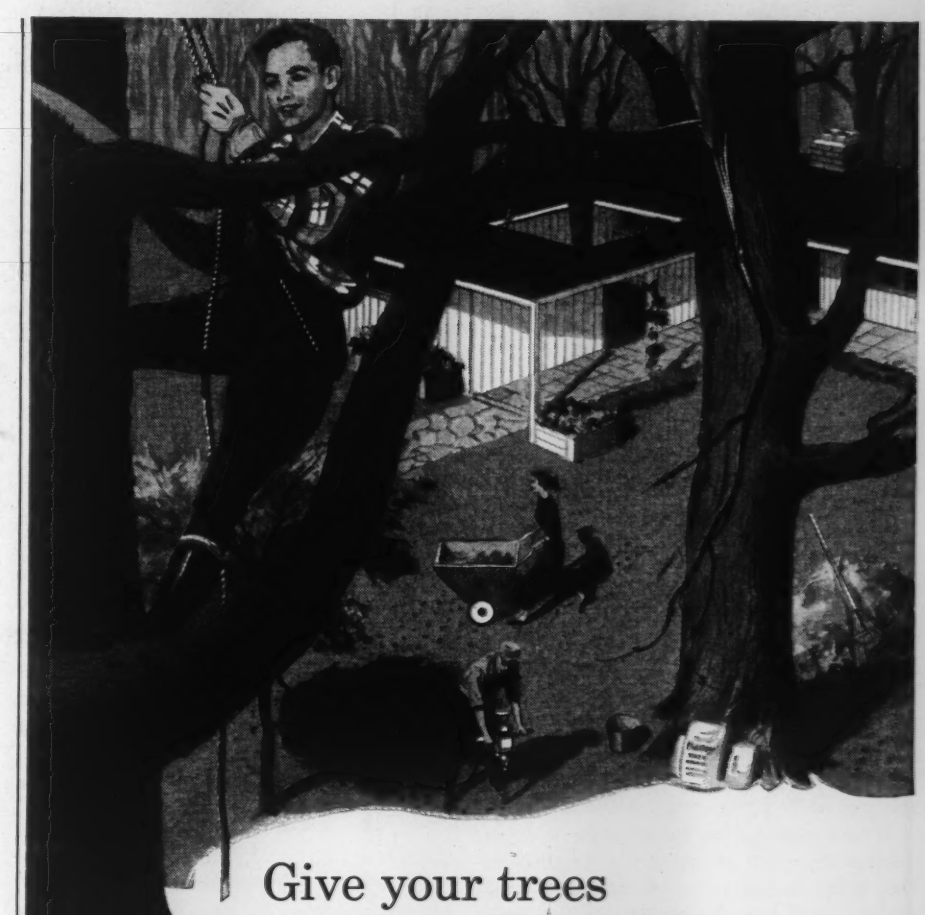
Not so far, but never write off the location of this one.

What is the status of Eureka?—K.F., Vancouver.

It still has its property.

What about Norpax Oils & Mines? Any hope?—D.D., Kingston.

Norpax hopes to ship nickel-copper concentrates from claims at Kenora, Ont.



Give your trees a spring clean-up, too

While cleaning up your garden for the joys of outdoor living, think of your garden's most precious adornments—your trees.

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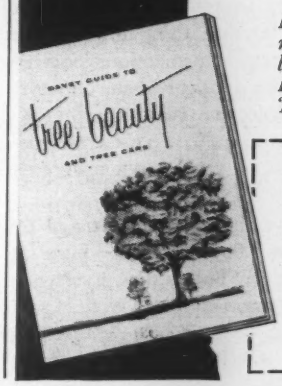

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The Charm of Britain

CONTINUED FROM PAGE 19

When it comes to eating out in London, you have, of course, an almost unlimited choice, dependent on your tastes and on your purse. If you wish to dine in luxurious surroundings, choose one of the restaurants in Mayfair. Most of these have also a very good "cuisine" including international foods. As you have to pay for your food and for the surroundings, your bill for two will easily run to £3 (about $8), drinks not included. In these luxury restaurants evening dress is advisable although, except for a very few, not compulsory.

If you look for real continental food, served in a continental atmosphere, go to one of the numerous eating-places in Soho, that colourful near-Mediterranean enclave in the heart of London, just off Piccadilly Circus. Most of the Soho restaurants specialize in the national or regional cooking of their respective countries of origin: your waiter will be ready to advise you on what dishes to try and why. Your bill will run to about 15 shillings ($2) per person, without drinks.

If you look for an eating-place with an atmosphere just as genuinely English as the Soho restaurants are typically continental, you have to go outside the West End of London to one of the historic chop houses. Any good guidebook will name half-a-dozen of these, mostly in the City of London or near the riverside. These are the places for tasting grilled Scotch beefsteak at its tender best, cooked on an open fire in front of you and served sizzling hot. The cost of a steak dinner, washed down with draught beer, will run to about £1 ($2.80).

For inexpensive eating in London your best bet is, once again, one of the pubs. Choose one which displays its bill of fare: it will show you what you can get and for how much. You do not have to order beer, but you should not expect to get good coffee.

For good coffee, served piping hot oft the machine, go to one of the "Espressos," the Italian-type intimate coffee bars that have sprung up lately all over London. You can have a cup of coffee, black or white, for about 10 cents and sit in exotic-looking surroundings as long as you like. You can also have tasty pastries, cold snacks and simpler hot dishes at reasonable prices.

Finally, here is some general advice which applies to almost any type of eating-place. Always try to choose a place that displays its menu and preferably one which also features a specialty of its own (or of the chef's); this usually shows that they take pride in the food they serve. Always check the addition on your bill; it is *not* an act of discourtesy.

Beer and whisky are the Englishman's

A popular "local" at St. Albans.

favourite drinks. Gin is popular, too, in the form of gin and tonic, gin and lime and gin and Italian vermouth. If you order whisky you will get Scotch. You can also get Irish whisky and rye.

There are many varieties of beer; the best-known are bitter beer ("bitter" for short), mild ale ("mild"), old ale ("Burton"), stout and lager. Only lager is served iced, the others are served and considered best at room temperature.

You can have a good selection of imported wines at many restaurants and inns, but the prices are on the high side. In many restaurants you can also order wine by the glass.

Don't miss a visit to that uniquely British institution, the pub; better still visit several. For, whether it is one of the very old "alehouse" type, or a survival of the Victorian "gin palace" with brass railings, mahogany walls and many mirrors, or even one of the streamlined, chromium-fitted, modern types, you will find in every "local" worthy of its name an atmosphere of its own, with the landlord and the "regulars" on a first-name basis, exchanging friendly banter or discussing the events of the day. (From *Grayson's Services*)

Fitzgibbons' Shadow World

CONTINUED FROM PAGE 17

far as possible, he likes to try pictures out in large theatres before a closely packed preview audience. He sets such a high value on shared social feeling, in fact, that last winter he had the ushers at one of his theatres serve hot coffee and biscuits to the six-o'clock lineup waiting patiently out in front. Audience participation on this occasion was highly enthusiastic. "It probably didn't do anything for the box-office," he says, "but it created a good feeling in the crowd".

If he has never regarded television as a threat, he has never underestimated it as a development. He believes, in fact, that many of its more exciting possibilities are still ahead—e.g. the Lawrence color-television tube which, within a year, should make possible a receiver that will produce either color or black and white television at little more cost than the present black and white; stereophonic sound, installed in the walls of the home; Telemeter, a pay-as-you-go television system capable of piping in special programs on closed circuits. Beyond this, he sees the possibility of a central projection room in every metropolitan area, or even, conceivably, a single projection room for the entire coast to coast chain, a vast transmission hub capable of piping live programs into the nation's living-rooms.

He is excited rather than concerned by these possibilities. In fact he is busy at present promoting both the Lawrence color tube and the Telemeter system. At the same time he keeps a close estimating watch both on the little screen in front of his desk and on the larger one in the private screening room down the corridor.

There are now four members of the Fitzgibbons family at work in the television and motion picture field. J. J. Fitzgibbons is the father of five sons and two daughters, and three of the sons hold executive positions in Famous Players. Four members of his family served in the armed forces during World War II, a record in which he takes considerable pride.

During the War he headed the Canadian Motion Picture War Services Committee, as well as the National War Services Committee, Motion Picture Division. He devoted himself and his theatres so wholeheartedly to this work that he was later made a Commander of the British Empire, an honor rarely accorded to anyone born outside the Commonwealth. He is one of the founders of Variety Club, in aid of crippled children, a member of the Board of Governors of St. Michael's Hospital and also of the Canadian Chamber of Commerce and Notre Dame College—the "box-car University—" of Wilcox, Saskatchewan. He was named Pioneer of the Year by the Canadian Motion Picture Pioneers and Man of the Year by the Variety Club. He has lately been made a member of the Sovereign Order of Malta.

The honor he cherishes most, possibly because it appeals to his romantic and still boyish imagination, is the one awarded by the Sarcee Indian tribe. Every Christmas a large consignment of tobacco, candy and clothing goes to his fellow-tribesmen; and every year, ritual greetings are exchanged between the tribe and Chief Moving Shadows.

Oil

CONTINUED FROM PAGE 20

Average daily production could triple.

Estimated proved reserves will also probably triple.

Refinery capacity could just about double.

Other aspects of the industry may see a decline. The number of companies looking for oil, for example, will probably decrease. Oil prospecting is costly and the recent trend among the smaller independents has been to amalgamate.

Land under lease and exploration will probably be reduced as unprofitable acreage is dropped and wells become depleted.

Pipeline mileage is expected to be little changed unless major new finds occur in distant areas.

Industry spokesmen say that vague as these forecasts are they could all go by the boards if the fabulous Athabasca tar sands can be tapped successfully.

In concrete terms, the Canadian oil industry is looking for a bigger share of the U.S. market in the years ahead. Recent studies indicate that at the current rate of consumption, U.S. supplies are adequate for about 13 years. These are being maintained but discovery costs are rising steadily. The U.S. has been a net oil importer since 1944 and it is expected her oil imports will increase by about 50% by 1960 and about double between 1960 and 1965.

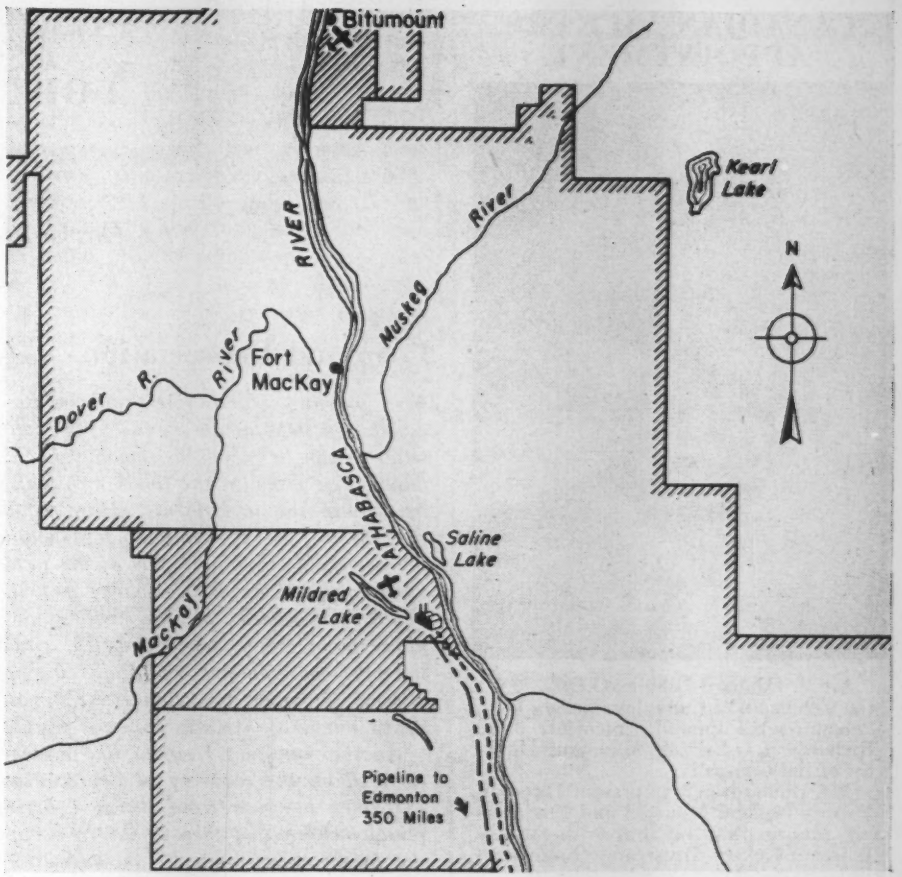
Overseas markets are also beckoning the Canadian industry as Europe particularly looks for safer sources of supply than the troubled Middle East. The problem of adequate low-cost transport is still a major obstacle, however.

Domestic Canadian consumption is also expected to rise sharply. Since the end of the Second World War, Canadian consumption of oil has risen 185% compared with a rise of 71% in the U.S.

Oil consumption per capita in Canada is the second highest in the world. In 1956 it averaged 15.5 barrels compared with 6.6 bbls. in 1946. In the U.S., consumption has risen to 19.2 bbls. last year from 12.6 bbls in 1946.

The long-term outlook for the industry is undoubtedly bright. No more than a start has yet been made in tapping this country's reserves. Of 473 million acres of potential oil bearing land, only about 15 million acres have been explored.

As a source of energy, oil has no near-term rival for most of its uses and only nuclear power appears as a long-term threat. The industry says the future for oil has been consistently understated in the past. It would not be too surprised if its own current estimates fall short of the mark.



The Athabasca Tar Sands: Shaded outlines indicate portions under lease or permit. Hatched areas are Royalite holdings showing proposed plant site.

Riddle of the Tar Sands

OILMEN SAY all predictions for Canada's oil potential could be worthless if a key is found to unlock the fabulous Athabasca tar sands. These sands, sprawling over 30,000 square miles about 350 miles north-east of Edmonton are believed to contain from 100 billion to 300 billion barrels of oil—by far the world's largest known reserve.

The problem is to separate the oil from the sands economically. One company, Royalite Oil Co., believes it knows how.

Royalite has announced it will spend $50 million to establish by 1960 a complete 20,000 bbls.-a-day operation for mining the sands, separating the oil with a centrifuge, coking the oil and pumping the crude to Edmonton. The property which Royalite and its associates have on lease is estimated to contain 1 billion bbls. of oil.

Royalite is not alone in its interest in the sands. Such companies as Socony, Shell, Calvan Consolidated (Canadian Petrofina), Sun Oil, Richfield and Pacific Petroleums have also acquired interests.

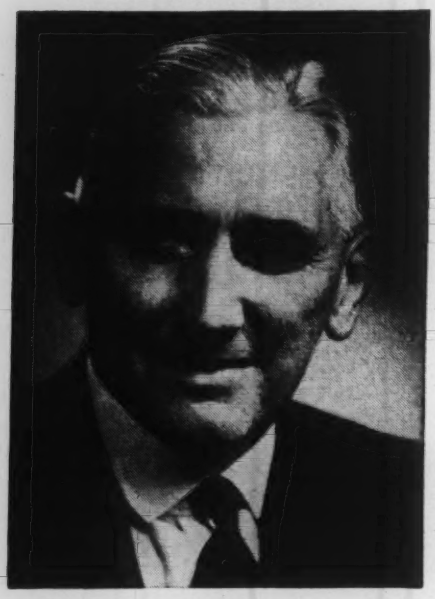
The attraction of the tar sands is compelling. Principally, they provide huge reserves of oil for which no speculative exploration expenditure is necessary. The capital cost of development, on the basis of Royalite's estimates, is about $54 a ton annual capacity, including the pipeline to Edmonton. A further attraction is the apparent policy of the Alberta government to exclude the sands from prorationing.

But if the attractions are compelling, the drawbacks are formidable. Firstly, the sands are located in an area already rich in petroleum available by conventional techniques.

Again, estimated reserves of 300 billion bbls. refer to total reserves and not to those likely to be economically recoverable. It is thought the greatest part of the sands lies in tilted formations beneath an overburden varying from 500 to 1,800 feet. As far as is known, the problems in recovering the oil from these formations have not been solved.

In view of all this, some experts say the reserves likely to be economically recoverable are no more than one or two per cent of the total deposit. This would place the sands' potential at about 5 billion bbls., or about twice the present proved oil reserves of the rest of western Canada. Should a successful mining technique be developed for these underground deposits, the estimates could easily soar to the 100 billion bbl. level.

CANADIAN VICKERS APPOINTMENT



Mr. J. Edouard Labelle, O.B.E., Q.C., the Chairman of Canadian Vickers Ltd., announces the appointment of Mr. J. E. Richardson, O.B.E., as Managing Director of the Company.

Mr. Richardson is at present Director, Deputy General Manager and Engineering Manager of the Barrow-in-Furness Works of Vickers-Armstrongs (Engineers) Ltd., England.

He is a native of Newcastle-on-Tyne, and had his early training with Armstrong-Whitworth & Co. Ltd., and with whom, together with Vickers-Armstrongs Ltd., he has been associated all his working life.

Since 1946 he has been responsible for the production of the machinery and fitting out of the post-war ships built at Vickers-Armstrongs, Barrow and Newcastle Yards, including "Orcades," "Himalaya", "Ocean Monarch", etc., and the recently completed Canadian Pacific Steamship Company's ship "Empress of England" as well as for their wide range of heavy engineering products.

LOBLAW GROCETERIAS CO. LIMITED

Notice is hereby given that a dividend for quarter ending May 31, 1957, has been declared on the Capital stock of the Company as follows:

First Preference Shares, Cumulative Redeemable, Series "A"	37½ cents per share
Second Preference Shares	51½ cents per share
Common Shares	51½ cents per share

The dividend will be payable June 1, 1957, to shareholders of record at close of business on the 8th day of May, 1957. The transfer books will not be closed. Payment will be made in Canadian Funds.

By Order of the Board.

R. G. MEECH,
Secretary.

Toronto, April 26th, 1957.

Your Taxes

by Garfield P. Smith, CA

Loan and Depreciation

In a previous article you explained how income on investments owned by a man's wife would be taxed as income in his hands if he provided the funds with which to acquire the investments. How would the income be apportioned for income tax purposes where only part of the funds were provided by the husband, and the balance consisted of the wife's own funds from other sources? Also, could the husband loan his wife funds free of interest in order to acquire the investments?

Another question I would like answered is about the recovery of depreciation. If I own a house from which I derive rental income, and then decide to occupy the house myself, must I include as income all the depreciation claimed in the past?—R.R.F., Lachine, Que.

Where a wife acquires investments, and part of the funds were provided by her husband, the income will be apportioned between the husband and wife for income tax purposes in proportion to the funds provided by the husband and funds from other sources.

If the money from the husband were provided by way of loan, regardless of whether or not interest was charged, he would still be taxed on income from the investment of such money.

In the matter of depreciation, the law provides that where property was used for the purpose of producing income, and then subsequently used for some other purpose, the property shall be deemed to have been disposed of at its fair market value at the time of change in its use. If you discontinue using the house for rental purposes and move into it yourself, then that will constitute a disposal at fair value for income tax purposes. If such fair value exceeds the depreciated value of the property, then such excess must be included in income to the extent that depreciation on the property has been claimed since 1948. For example, if the total depreciation claimed on the property since 1948 is $1,000 then the maximum amount that will be required to be brought into income is $1,000, regardless of the fair market value of the property.

The impact of the additional tax on the recovery of capital cost allowance can usually be minimized by electing to apportion such recovery equally over the preceding five years and avoiding the higher tax bracket that could result if a substantial amount were included in one year.

The tax treatment would be somewhat different if you owned several houses and then moved into one of them. Also, it should be borne in mind that it is the fair market value of the building only that is taken into consideration, and the value of land should be excluded in your computation.

Disposal of Real Property

I own real property which is assessed for municipal tax purposes in the amount of $4,500. If I sell this property for an amount considerably below the assessed value, say for $1,000 or less, am I liable to create an income tax problem?—J.T.P., London, Ont.

There are many factors to be considered in determining whether or not an income tax or a gift tax liability could result from the sale of your house. Some of such factors would be:

(1) Whether you were dealing at arm's length with the purchaser;

(2) The fair market value of the property at the date of sale;

(3) Whether the sale was contingent to or part of another transaction;

(4) Whether the sale was made to a person in your employ;

(5) Whether the property was used for producing income.

Ordinarily, if you sold the property to a "stranger" for an amount which was less than the fair value, that in itself would not give rise to a tax problem.

On the other hand, there are many transactions which could result in taxation.

The Act provides that where a person carrying on business in Canada has sold anything to a person with whom he was not dealing at arm's length at a price less than the fair market value, the fair market value and not the selling price will be used in computing the vendor's income. Thus if a land sub-divider were to sell some lots to his brother for an amount of $2,000 and the lots had a fair market value of $8,000, his income will be computed as though he had in fact sold the lots for $8,000.

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The foregoing provision does not apply to the sale of depreciable property, in which case the actual selling price and not the fair market value would be taken into account. For example, suppose that your property cost $10,000, apportioned $2,000 for land and $8,000 for buildings. Let us suppose further that you derive rental income from this building and have been claiming capital cost allowance. You now sell the property to your brother for $5,000, apportioned $1,000 to land and $4,000 to building. $4,000 is the amount that will be used in computing your income. However, should your brother eventually sell the property for an amount greater than that which he paid to you, he will be required to bring into income the profit on the building to the extent of the net depreciation that had been allowed to you in the past as well as that which had been allowed to him while he was the owner of the property.

Partnership Profits

I operate a retail store in partnership with my son. During 1956, our weekly drawings exceeded our profits. On which amount are we required to compute our tax?—G.C., Walkerton, Ontario.

In a partnership, each partner must include as income, his share of the partnership profits, before any deduction for partners' drawings or salaries.

Example: A and B are partners under an agreement whereby A and B are entitled to receive monthly salaries of $600 and $400 respectively. The balance of profits are to be divided equally. During the year they each drew $8,000.

If the profit for the year, before the deduction of partner's salaries was $20,000, then the allocation would be as follows:

		A's Share	B's Share
Profit before Salaries	$20,000		
Partner's Salaries (12 months)	12,000	$7,200	$4,800
Allocation of balance	8,000	4,000	4,000
Income for Purposes of Taxation	20,000	11,200	8,800
Deduct Drawings During Year	16,000	8,000	8,000
Bal. of Earnings Added to Capital Acct.	4,000	3,200	800

Each partner is credited with his salary (if applicable) and his share of the profit. This total is his income from the business, which is unaffected by actual drawings. It is his capital account which his drawings affect as shown above.

A Personal Matter . . .

Just as there are many types of people, there are many types of investors. Some have substantial amounts to invest . . . many more have medium amounts. Some are familiar with the basic elements of sound investment, others have little experience . . . or in fact, no experience at all. With some, safety is a chief concern, others regard income as more important, and an increasing number are interested in acquiring sound securities with growth possibilities.

All this really means that no two people have *exactly* the same investment problem because no two requirements are *exactly* alike. But despite many differences there is one thing common to all investors . . . it is that every person's investment problem is a very personal matter . . . a subject that he doesn't care to discuss with just anyone but, nevertheless, a subject on which he will often welcome experienced help.

That is the kind of help which we can provide . . . and have been providing for many years. It may be the kind of assistance you would like to have. If so, we invite you to get in touch with us personally . . . by dropping in at any of our offices . . . or if more convenient, by mail. Either way, you'll be most welcome.

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Those Happiness Pills

CONTINUED FROM PAGE 15

of them, because they have become amenable to psychotherapy and other forms of treatment, can be discharged.

But the hospital, and similar institutions across the continent, have come up against the problem of where to send some of these patients when they are ready to leave. Some of them have been in the hospital for as long as 20 years and their families cannot be located. In a few cases a wife or husband may, not unreasonably, have made other arrangements and acquired other responsibilities incompatible with the presence of the discharged patient. In such cases, it is possible that the tranquilizer has produced more problems than it has solved.

In the same general sense there is some justification for the warning of doctors and psychologists that there are certain dangers in the indiscriminate use of tranquilizers by people who are not mentally ill, in the common conception of the term, but who seek artificial aid in coping with the normal problems of everyday life.

As Dr. Hans Selye and his colleagues have shown, stress is a normal part of life and the removal of all stress incapacitates one for living. But this does not mean that it is wrong to take sensible measures to avoid or counter the abnormal amount of stress which modern life frequently imposes.

Dr. Alistair MacLeod of the Mental Hygiene Institute of Montreal finds tranquilizers extremely valuable in dealing with a group of disturbed children for whose care he is responsible. Rough, violent, over-excited youngsters are brought to a state in which they can be reasoned with.

A businessman coping with a sick wife, a houseful of demanding children and an exacting boss was irritable and impatient at home and ineffective at his job. His doctor put him on tranquilizers and he became much more relaxed, easier to live and work with and able to cope with his situation.

Some doctors worry about possible "side-effects" of the tranquilizers. There is some reason to believe that, used in large amounts over a long time, they may produce physical illness. It seems true also that in people who are suffering from depressive illness of a severe nature the tranquilizers may increase rather than relieve the depression.

Most of these side effects have been observed in hospitals or clinics where severely ill people are sometimes treated with heroic doses of the drugs. There is little reason to believe that the comparatively small dosage contained in the pills obtainable at the corner drug store can do any serious harm. In this connection it is pertinent to observe that almost any drug, or food for that matter, can do harm if over-used.

The important thing to remember about the tranquilizers is that they cannot provide the user with intellectual and physical abilities which he does not actually possess.

You can shoot a race-horse full of dope but you cannot make him run faster than he could in the first place.

This is the big limitation of the tranquilizers and the main reason why they will, after the present burst of popularity and great expectations has run its course, find their own reasonable level of usefulness.

They tell a story around Montreal of one executive who never said much at a conference and thus acquired a reputation for quiet wisdom. But one day he felt that the time had come to assert himself, took a couple of tranquilizers and with great confidence and some eloquence made a long statement showing clearly that he did not know his job. He was fired, and it is said that a good many of his colleagues took the lesson to heart and the consumption of tranquilizers dropped sharply among them thereafter.

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"N.I.A. training has taught me how to write. After three items and one feature had been accepted by the Daily Press, the District Editor offered me a job as staff correspondent."—Mrs. Martha Leach, 126 Cambridge Ave., Iroquois Falls, Ont.

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NATO: Seeking A Reason

CONTINUED FROM PAGE 13

in Washington, London and Ottawa turned to a device that would found permanently a North American commitment to preserve Europe and the peace of the world. And out of these searchings—aided by the accident of Senator Vandenberg's strategic role in bringing the Senate abreast of these new and necessary U.S. obligations and in destroying the last claims of "isolationism" — there emerged the North Atlantic Treaty, signed on April 4, 1949, by Belgium, Canada, Denmark, France, Iceland, Italy, Luxembourg, the Netherlands, Norway, the United Kingdom and the United States.

A re-reading of the treaty almost a decade later suggests that it is a quite remarkable although very brief document—testifying that drafting brevity and international obligations often go hand in hand. Linked by language and spirit to the UN Charter and particularly to the provisions for "individual and collective self-defence" provided for in Article 51, the treaty re-created the Atlantic wartime alliance, and gave it new dimensions, permanence and a philosophy. For it was to bind the parties for at least twenty years with the right to denounce thereafter upon one year's notice.

Its central concepts were threefold: first and foremost, that an attack upon one member was an attack upon all; second, that the parties will by themselves, and by help to each other, "develop their individual and collective capacity to resist armed attack"; and third, friendly political consultation, economic collaboration and cultural exchange were to motivate the members.

The immediate aim of the signatories was to keep the United States and Britain on the continent to offset the presence of the Soviets across the Elbe, while a secondary objective, particularly for the Brussels Pact states, was to assure the dilution of Germany in a reviving Europe. These two goals at that moment coincided so as to give a high degree of unanimity to the purposes of all parties.

And pervading the general climate of the day was a fresh hope for the integration of Europe itself, expressed partly through this fashioning of the "Atlantic Community" not only as a military concept but as a great economic and cultural system that would go beyond the solidarity of arms and emphasize the unity of peoples.

The bleak days of Stalinism and the carnage in Korea spurred the member states to forge the alliance into an authentic instrument of common military command and supply, able to resist if not to destroy the assumed 200 to 250 Soviet-satellite divisions waiting from the Elbe and in depth back toward the Russian heartland. To offset this great superiority in Soviet conventional forces *in being* there lay the stockpile of U.S. nuclear weapons and the air carriers capable of strategic delivery to any point on the compass in the northern hemisphere. The addition of Turkey and Greece to the Alliance in February, 1952, and of West Germany in May, 1955, provided bases and new protection on the eastern flank and added 60 millions of the most industrious and vigorous people in Europe to the sources of western power.

In six years NATO largely achieved its initial military objective.

Arms alone were not NATO's only achievement, for in the story of international organizations and their modern flowering the place of NATO has been unique. Who would ever have thought that a peacetime alliance would permit each member state to look into the budgets and national incomes of the others in order to estimate critically the extent to which all were contributing their fair share to the common task? NATO's Annual Review was an utterly new experiment in international machinery. This is collective security that goes beyond promises, and demands day-by-day fulfilment.

In the NATO Council the smallest state has a theoretical veto because of the unanimity rule, yet the habit here is not to vote but to await the emergence of a consensus which then provides unanimity. In the spectrum of international organizations, wherein the range of real and fictitious obligations is very wide indeed, NATO stands out at the extreme position where the degree of legal duty is most acute and the impact on individual members, of the collective belief and will, most direct and effective.

With all of this achievement, everything has not been well with the Alliance.

NATO first was rooted in fear and fear had been slowly ebbing from the public if not the official mind of the West. From the death of Stalin to the failure of NATO as a "family" to have anticipated or resolved the tragic divisions between the principal allies over middle eastern problems, many weighty factors have compelled a search for new reasons that would assure the alliance a life beyond the days when panic and urgency in the face of the Soviet power will have been dissolved by time and new considerations.

The inquiry by the "Three Wise Men" —Martino, Lange and Pearson — made public last December 1956, attempted to re-appraise the methods and goals of NATO and its fifteen members.

The report makes a number of important recommendations particularly in the following areas: increased political consultation with special reference to foreign

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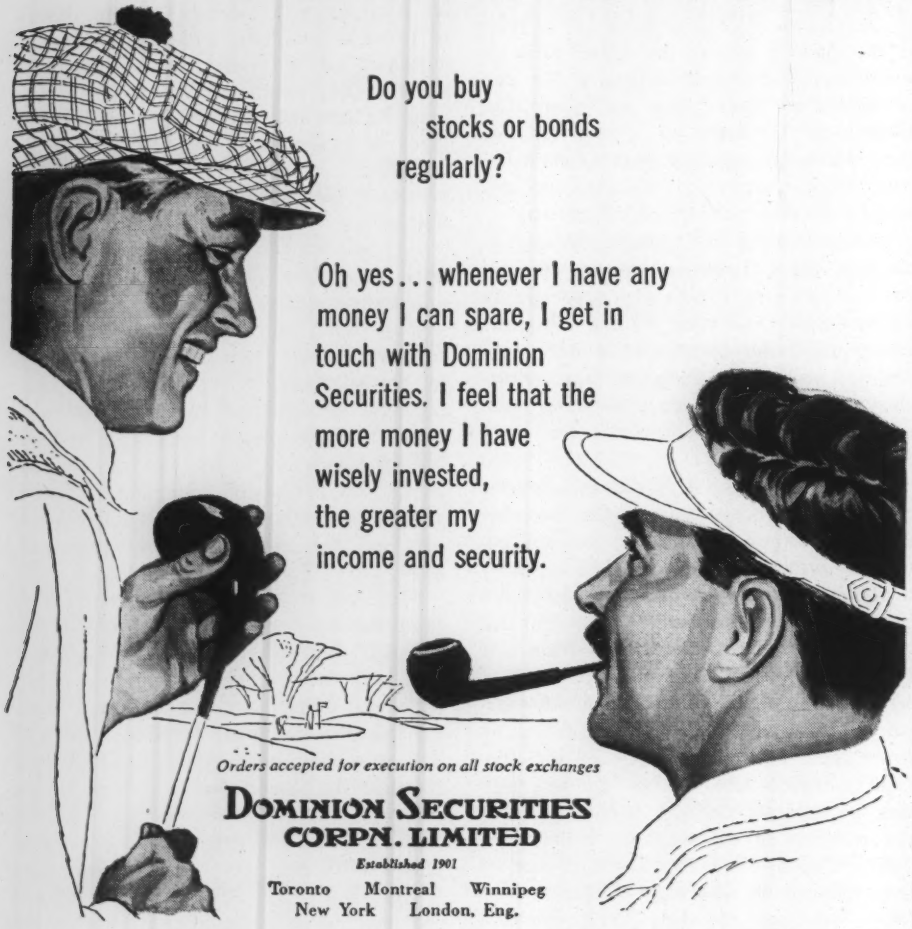
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ALUMINIUM LIMITED SHARE SUBDIVISION

THE SHAREHOLDERS of Aluminium Limited on April 25th, 1957 approved a three-for-one subdivision of the Company's shares which will become effective on May 4th, 1957. It will not be necessary for shareholders to send in their share certificates for exchange following this subdivision, because:

(i) Provision has been made for each share certificate outstanding prior to that date (including certificates issued prior to the 1952 and 1948 subdivisions of the Company's shares) to continue to represent the number of shares set out on its face.

(ii) The Company will mail to each shareholder an additional certificate representing the additional shares to which he has become entitled because of the subdivision of the shares registered in his name (as well as the additional shares resulting from the earlier subdivisions where no certificates were issued therefor). These additional share certificates will be mailed on or about May 18th, 1957 to shareholders of record at the close of business on May 3rd, 1957.

Montreal, Quebec,
April 26th, 1957.

ALUMINIUM LIMITED.
J. A. DULLEA
Secretary

THE SHAWINIGAN WATER AND POWER COMPANY

NOTICE is hereby given that a dividend of fifty cents (50c) per share on the Series "A" 4% Cumulative Redeemable Preferred Shares and a dividend of fifty-six and one quarter cents (56¼c) on the Series "B" 4½% Cumulative Redeemable Preferred Shares of the Company have been declared for the quarter ending June 30, 1957 payable July 2, 1957 to shareholders of record May 31, 1957.

By Order of the Board.

R. R. MERIFIELD,
Secretary.

Montreal, April 29, 1957

policy matters; intensification of the activities contemplated by Article 2 of the Treaty dealing with economic and cultural cooperation although little new machinery is contemplated except a Committee of Economic Advisors to assist the Council; an Annual Political Appraisal by the Secretary General to match the Annual Review of military and economic contributions to the alliance; greatly increased powers for the Secretary-General, allowing him to be the Chairman of the Council and to take the initiative in bringing matters to the attention of Council and most important, to become a key figure in new provisions for the peaceful settlement of disputes among members. Finally, the report was very much aware that public knowledge of NATO has been limited and this may have contributed to the failure to emphasize the non-military aspects of the Alliance, the underlying "Atlantic Community" idea, upon which in the end the system may stand or fall.

But even if there could have been the fullest attention paid to these matters the dilemma of NATO's future would yet remain difficult to resolve.

The world today is "running scared", but its fears have taken on a different quality from those which prompted the Alliance. The age of fission and fusion has thrown perspectives on to different planes and the security of retaliation is losing its appeal as a permanent policy. Thus the military foundations of NATO —its most immediate reason for existence —are being nibbled away by the frustrations of defending the impossible, an admission made in the recent United Kingdom White Paper on defence. The economic objectives of NATO are largely being resolved by other agencies, notably OEEC, the European Payments Union, GATT, and soon more dramatically, by the Common Market.

The hopes for more cultural interchanges in a sense are superfluous. Probably few regional cultures and societies in history have as much in common and have so extensive a daily interplay with each other as the Atlantic Community. Indeed, it may be unwise to stress the uniqueness of the West, even within the family, lest the white and the West exaggerate by implication their color and their civilization as against the black, the brown and the yellow at a moment when what we have in common with other colors and societies should begin to be underscored almost as much as what we share among ourselves.

The Alliance will survive so long as the practical needs of the free world in the West so dictate. But other institutions, globally in the United Nations and regionally in purely European ones, may provide deeper and longer answers for the non-military rationale for which the Three Wise Men made their search.

Kurt Swinton

Service Above Sales

He works 13 hours during an average day (which includes Sunday). His greatest problem is "finding enough time for work".

WHEN KURT SWINTON, General Manager of Thomas A. Edison of Canada Ltd., leaves his office on Front St. in Toronto at 6 p.m., his working day is only half over. After the fifteen minute drive to his home in the Moore Park district (via a '54 Buick), and dinner, Swinton retreats to his basement den.

It is "a completely equipped office"—where he spends the evening (until 1 a.m.) working on some project sponsored by the United Nations Association of Toronto (of which he is president), the Canadian Institute of Public Affairs (an executive member), the National Education Committee of the Canadian Chamber of Commerce, the Canadian Conference on Education (of which he is chairman), the Institute of Adult Education, or in preparing a speech for the Canadian Club, the Empire Club, or one of the other two dozen organizations which he has addressed in the past.

These activities keep Swinton on a gruelling schedule which allows six hours sleep a night and a seven-day work-week. But, he explains, "I love it. My wife (who is President of the Women's Section of the U.N. in Toronto) and I decided some time ago that we could devote our leisure time in a number of ways. We both decided this was the most rewarding".

During daylight hours Swinton is responsible for the distribution, merchandising and sales of Edison's dictating and recording equipment for business. Employing over 100 people, the company has eight branch offices across the country and 23 independent dealers who are urged by the tall, friendly, General Manager to "stress service even above sales".

Electronics has been a life-long interest for Swinton. Born in Vienna, in 1915, where his father owned an electrical tube business, Swinton attended the Technical University where he gained a B.A. in Mathematics and Physics and an M.A. in Radio and Television Engineering. After graduation in 1938, he dismissed ideas of joining his father's business and left Austria "because I couldn't agree with Hitler's ideas". He emigrated to England where he was engaged in research work for the British Admiralty until 1940, when he was classed, along with 50,000 others, as an enemy alien.

From England, he was sent to a Canadian camp for enemy aliens. When, in early 1942, he was released after being completely investigated, he found he couldn't get a job because of his background. He went to the RCMP for help, and when they heard of his training, "they grabbed me". He joined the Royal Canadian Corps of Signals, and in a short time was Technical Assistant to the Director General of Signals Production in the Research Department of Munitions and Supply. Later he was appointed Assistant Director of Electronics and Communication Design at National Defence Headquarters in Ottawa with the rank of Lieutenant Colonel. Swinton dismisses his war-time duties lightly — "I was commanding what is commonly known as a 'chair-born brigade', but I did have the distinction of knowing that at one time I was the only 'enemy alien' holding a commission in His Majesty's Forces".

When war ended he joined the R.C.A. Victor Co. in Montreal as General Manager of the Electronics Division. In 1949 he left, and along with three other partners founded a company which manufactured magnetic tape recording machines. He left the company after he had built it up to second position in the industry.

In '54, he became General Manager of Thomas Edison Co. of Canada. Since that time, sales have more than doubled and profits have shown a sharp increase as Swinton streamlined operations to cut costs and increase efficiency. He covers over 100,000 miles a year on business, and saves time by working on trains and planes.

In addition to his other "extra-curricular interests" Swinton spends much of his "free time" as a guest speaker. He figures, "I have spoken at least on 100 different occasions during the last two years" on international affairs, the only subject he will discuss publicly. This interest began in 1948, when, with no formal training, he was nominated to represent the Montreal Board of Trade at the Montreal Debating Contest. He won the championship.

In the same year he gave up sports as a hobby; he had been Austrian Table-Tennis Champion in 1935, the National Fencing Champion of Austria (three times) and Quebec Foil Champion in 1948.

Swinton recently founded the *Canadian Commentator*, a monthly periodical devoted to opinion. "I don't intend to have anything to do with the editorial content, because, frankly, I'm not a writer".

Armed with a large vocabulary which is chipped with a slight accent, he finds great enjoyment in conversation. As one of his friends recently said, "he has a wonderful wit. Most people find him brutally honest about himself and his own opinions".

Three months ago Swinton set a precedent—he took a three-week vacation with his wife in Cuba, the first real holiday he has had in 20 years. Summer holidays consist of long weekends with his wife and three children at their cottage on Lake Simcoe, where he boasts, "I have another completely equipped office".

By his own admission he is contented. "I'm enjoying life, probably because I know that hard work brings its own rewards."

Maritime Prospects

CONTINUED FROM PAGE 11

and dignity of the proud people for whom they are designed.

For many years, the Maritimes have sought a better deal from the Federal Government — not as a handout, but as something to which they are entitled. The BNA Act recognized that Canadian nationality, based on transcontinental policies, imposes unequal burden on the various regions. The Maritimes have felt, with just cause, that compensation for the economic penalties suffered was inadequate. Such compensation is quite different from a handout. Rather, it is a redistribution of the benefits of nationhood, in keeping with the costs. How much money should be involved in such transfers could be determined only through continuing study and negotiation.

A distinction should be clearly drawn between compensation and other sorts of grants, such as the tax equalization payments now being arranged. If, after legitimate claims have been taken care of, revenues will not provide for adequate services, then national policy may require additional grants—call them equalization payments, if you will.

Instead of the approach of the Gordon Commission, which is mainly directed towards subsidy, a more desirable course for the Maritimes might be to strive for a better application of existing resources, both human and material. In this regard, the Report recommends a new approach to Maritime agriculture. It would involve a land use classification coupled with a program for consolidation of holdings. Undoubtedly, these steps are both logical and wholly desirable. They should be, however, only part of a much larger program that would embrace a renovation and reconstruction of all aspects of the regional economy where the need is evident. However, rather than coming from the kindly hand of Big Brother in Ottawa, the incentive would stem from within the Maritimes: it would be based on local judgment, experience and inspiration.

Some suggestions come to mind. These are by no means comprehensive. They are directional and only part of an over-all program that should be flexible and expanding so that it could deal with old problems, and meet new problems as they arise.

One of the most obvious weaknesses of the Maritime provinces is their economic and political smallness. In recent times they have set up an economic council that is intended to co-ordinate their common interests at a business rather than a political level. However, if the many problems are to be attacked effectively, it may take a body with real substance, a new supra-provincial authority that can operate, as well as co-ordinate, in the best interests of the region.

Altogether, this region has a population of 1¾ million people. Their joint political and financial strength is very much greater than that of the provinces acting individually. Where joint problems require the raising and spending of money, this could be made less costly and more effective. Projects that would be entirely beyond the capacity of any of the individual provinces could be brought easily within the competence of the region as a whole.

This does not imply or suggest a diminution of provincial autonomy. Other than in the field of common problems and interests, all would be as now. The vehicle for co-operation could be non-political boards and agencies equipped with delegated powers in their particular fields.

Such co-operation should include research that would seek new opportunities. This in turn could lead to development projects financed by the joint credit of the entire region. It would be possible to assist the establishment of new industries and to provide facilities that would lower the cost of services and improve productivity, thus enhancing income and employment potential.

The high cost of living is a serious weakness in the Maritime economy. Although wages generally are much below the national average, the cost of the things the average Canadian family buys are more expensive. As a result, the standard of living tends to be comparatively low.

An important factor in the high costs is the price of foods—and the relatively narrow choice available at prices within reach of the average family. It is not unreasonable to associate poor diet with the lassitude of the people; coupled with low incentive, it could produce indifference. Without too much exaggeration, we may attribute a part of the backwardness to these factors. Of course, it would be impossible to support such a thesis with convincing data.

The high cost of food is but a manifestation of a basic problem—that of a badly neglected and run-down agricultural industry. In addition to the recommendations of the Report for classification of land use and the consolidation of holdings, there is another need that should complement this. If a real improvement in Maritime agriculture is to be achieved, the farmers must be educated to cultivate the land correctly and advised on what to grow. By such means great improvements could be made in what has become a dilapidated industry.

Marketing of export crops is another field where only rudimentary steps have been taken. The Maritimes have a number of cash crops such as fish, apples, potatoes, etc., that are either sold abroad or not sold at all. Here is a field where it would seem logical to establish agencies that would gather, process or prepare, store if necessary, and then market and ship an entire crop. Both costs and proceeds would be distributed evenly—with due regard for quality as well as volume produced. The organization of the Canadian Wheat Board could provide a pattern. As things are today, a fisherman at one port may receive 5¢ a pound for his cod, while at another port the price is less than 3¢ a pound. In the latter case the fisherman probably has difficulty finding a buyer—and feels lucky to be able to sell at all. In general terms, a similar situation prevails in the marketing of apples and other products. Through official regional marketing agencies, these inequities could be reduced, if not eliminated.

One particular industry that has never received anything like the attention it deserves is the tourist industry. Accommodation in the Maritimes is seldom excellent, and frequently inadequate. Meals are usually mediocre. This is true even at some of the more pretentious resorts. Yet this region is endowed with natural facilities for recreation and vacationing that are unequalled on this continent. The need is for good roads in the right places, and better (but not necessarily more expensive) living and eating facilities. A more liberal approach to the sale of liquor would do no harm, either.

Accessibility is of great importance. A tourist paradise is worth very little unless the cash customers can get there easily. Here is a field where lower rail and air fares, and better road and boat facilities are very necessary and urgently required. A low-cost automobile rental service would help. Speaking generally, the high cost of an airline ticket from Ontario to the east coast more than absorbs any saving, compared with a more expensive holiday on the New England coast.

Geography has given the Maritimes much in common with the adjacent New England states. Many of their problems are the same. Here is a field where an intra-provincial approach could lead to better co-operation in helping to solve mutual problems. For although New England is a competitor in several fields, even in these a joint approach could yield handsome returns.

These superficial suggestions do not provide a panacea for a depressed area. Perhaps they provide a blueprint for a dynamic approach that has as its aim more complete and economic usage of existing resources. Operation "Boot Straps" won't make a silk purse, but it may tidy up the sow's ear. Of course, the Maritimes cannot be made into a booming Ontario, but where is the Blue Noser who would be an Upper Canadian?

The TV Election Factor

CONTINUED FROM PAGE 9

by transformed the conditions of politics in the larger nation.

What has the advent of television meant to politics in Western Canada? Here, again, we find that the shattered older parties have yielded the initiative to the newcomers. In British Columbia, both the Social Credit and CCF parties have taken a keen interest in TV: by showing good sense and intelligence they are using it to considerable advantage. In Saskatchewan the CCF government has produced a number of remarkable informational radio programs for which it buys time on private stations. In Western Canada the older parties seem unable to go beyond the traditional techniques of engineering political consent: public meetings, newspaper advertising, billboards, door-bell ringing.

To a marked degree the situation in Western Canada finds a parallel at the national level. Liberal and Conservative MP's have not yet realized the political possibilities of radio and TV.

One receives the impression, from their performances on the new media during the last few years, that Liberal spokesmen practically have to be dragged, screaming, to the studios. As the party in power, the Liberals naturally have to play along with radio and TV. But they seem unable and reluctant to use these media effectively and unequivocally. On panel discussions, especially, Liberals usually look as if they are hoping desperately to be saved by the bell. To a slightly lesser degree, Conservatives leave the same impression of reluctance and incapacity to debate issues vigorously.

It may, then, fairly be claimed that, Social Crediters and CCF-ers excepted, individual politicians have as yet hardly begun to exploit the new media. Some will argue, however, that the first real test of TV on a national scale occurred at the Progressive Conservative Convention last December.

What impact did that convention make on the Canadian people? Perhaps the most remarkable effect of the use of the new media was the multiplication of perspectives in terms of which the convention could be experienced. The actual convention being held in Ottawa was carried on both English and French radio and TV networks. Each of these four perspectives provided a different interpretation of the convention. A radio listener in Edmonton did not hear the same convention as a radio listener in Three Rivers; nor did a TV spectator in the Quebec parish of St. Denis see the same convention as a TV spectator in Vancouver.

Significant changes in the organization and functioning of the convention were introduced with the hope of appealing more effectively to the TV audience.

American influence was also evident in the efforts of the floor managers to create a sense of urgency, carefully thought out, studiously elaborated.

In spite of all the efforts to imitate the techniques of American television electioneering, the convention didn't quite come off. Curiously enough, as a spectacle, it was popular in French Canada. But all the reports indicate that it did not arouse English Canada to the Progressive Conservative cause. The failure of Conservative leaders to offer any new political ideas was much more apparent when witnessed on TV than when one read their speeches in the daily newspapers.

As yet, the influence of public relations agencies on the television appearances of Canadian politicians bears no resemblance to what Madison Avenue has achieved in the United States. But, with the increasing use of television in politics, the professionals from the agencies are bound to take over the direction of election campaigns in this country. On television today the politician has to compete with singers, wrestlers, comedians, and boy wonders. Eventually, the politician will only be as of gaining and holding a TV audience, good as his professional.

Obviously, the politician who can afford the most expensive professional help will be the one who will make the most effective appearance on television. Used by politicians under the direction of expert opinion moulders, television becomes a very dangerous influence in politics and a genuine threat to the democratic process.

The outlook for the future is so ominous that we ought seriously to ask the question: Should politicians be allowed to appear on television at all?

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It has a good many uses, but one of its most intriguing is immersion in three ounces of Bright's Vermouth, Sweet or Dry. This drink is called, reasonably enough "Vermouth on-the-rocks."

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Why not you ask, like wildfire? Because Vermouth is a special wine made with a variety of costly herbs imported from many parts of the world. Not everybody appreciates the intriguingly exotic flavour they impart to the host wine. To give you some idea, among the herbs used in the careful preparation of Bright's Dry or Sweet Vermouth are Roman wormwood, coriander seeds, Cinchona bark, European centaury, sweet marjoram, camomile, angelica, orris, gentian cinnamon, cloves, nutmeg and cardamon.

By trying "Vermouth on-the-rocks" you will reward yourself, you will intrigue your guests, and you will please the producers of Bright's fine Canadian wines.

For one of the most fascinating accounts of wine making in Canada read "The Story of President Champagne" which tells in detail how this wine is produced. Just write Bright's Wines, Lachine, Quebec and a free copy will be sent you post haste.

Editorials

Quiz Program

THE NORMAN case cannot be forgotten. Too many important questions remain unanswered — questions that affect the integrity of every Canadian. One of the first jobs of the new Federal Government elected next month must be to provide Canadians with the answers.

How much of the information in the files of the RCMP is based on the uncorroborated reports of "secret agents"? What safeguards are there to ensure that the characters of innocent people are not jeopardized by the unchecked material in the police files—by the rumors, suspicions and garbled data collected by the agents and tucked away, without evaluation, by the RCMP? That, apparently, is the sort of thing that happens. It happened in the Norman case.

Through what channels does "security" information pass from Canada to the United States? What governmental checks are there on such information in passage? The first RCMP report on Dr. Norman was prepared in 1940. It lay in RCMP files for 10 years, and then was passed on to U.S. security agencies as "an unassessed and unevaluated bit of information". Two months later, a new report on Dr. Norman went to the U.S.—"we have arrived at the decision that the information given is one either of mistaken identity or unfounded rumor".

Is the RCMP a power to itself? What is the role of the Minister of Justice—guardian of the individual's liberty and integrity or of a system of "security" that mocks the public's right to know what is being done by servants of the state?

The next Government must dig for the answers, and publish them.

Number Please

A MEMBER of Parliament recently complained that the new issues of Canadian stamps verged dangerously on abstract design and were "as much out of touch with the general public as the CBC's ballet dancers". Actually, the stamps are about as abstract in design as a Landseer engraving. If they are meant for any special group it must be the people with 50-50 vision. Everyone else must fumble with glasses and then carry the stamp to a strong north light before he can be sure that it has the right value to take a letter on its way.

This situation so exasperated an acquaintance of ours that he took to identifying stamps by their design rather than by their denomination. "I'll take a dollar's worth of Rocky Mountain Goats and fifty cents' worth of Native Muskox," he would say, to the confusion of the clerk, who usually couldn't identify even the animals.

If the Postal Department would plainly mark the values of the stamps, the public would probably be so grateful that it wouldn't bother raising any question about the gun-shy retriever on the new issue, or quibble about whether the female swimmer was actually breathing from under her left elbow.

Now, Voyager

PASSPORT officer Christopher H. West has urged people to "smile when having your passport picture taken". The wild strained look is unnecessary, so just try to appear natural and relaxed. Border officials, he suggests, are cheered by a smiling passport photograph.

We are doubtful about this. Nothing can be less infectious than the kind of smile that is deliberately directed at a camera lens. "Just try to look natural and relaxed," a photographer friend of ours once urged a convulsively smiling subject. "I can't," his subject said bleakly. "I've just been made president of the Optimist Club."

If you don't want to appear conspicuous on your passport, just look like everyone else—that is, wild and strained. Otherwise you may be detained at the border.

The Socred Invasion

LIBERAL, Conservative and CCF leaders profess not to be alarmed by the Social Credit invasion of the East. They are, rather, amused by it. Tory leader John Diefenbaker cocked an eyebrow and wanted to know, "What invasion?". St. Laurent the Younger described the Socreds as "crackpots and nuts" and their venture into the East as a publicity gag. CCF-er Harold Winch thought that Premier Bennett of BC "stuck out his neck" when he led the Socreds into Ontario, and "got it lopped off". And people who saw only the Toronto press accounts of the Social Credit rally in Massey Hall might well have believed that Mr. Bennett and his colleagues suffered a defeat.

The fact is that the Social Crediters did not flop in Toronto. Their meeting was much better organized and much livelier than the Diefenbaker rally. They permitted heckling and questioning, and their audience would have been just as big had they done what the Tories did — use buses to bring in hundreds of supporters from places well outside the metropolitan area. If they put on a sustained effort of this kind, they could well be a force to be reckoned with by 1960 or '61.

It's extremely doubtful if the Socreds can make any headway against the Liberals and Conservatives in Ontario in next month's voting. But they are making a strong impression on many minds. They have been particularly successful among buiness men, many of whom are wondering if Social Credit (as practised, not preached) is not the only refuge for people of right-wing inclination. These are men who have contributed to the Conservative war-chest in the past, but who hesitate to do so now because they think that John Diefenbaker would look better in the CCF than in the Tory party.

For all their talk, the Social Crediters hope to come out of this election as a strong third party, and out of the next one as the official opposition. To succeed, they must swallow big chunks of Conservative support in Ontario. And off their performance in Toronto, it will take something more constructive than sneers to stop them.

ANSWER TO PUZZLER

Tim was 6 years old.

Customer on the Couch

ONE OF the latest tools of "sales engineers" is Motivation Research, or exploration in depth of customer-psychology. Ignoring the Ego and the Super-Ego, which are high in sales resistance, the explorers concentrate on the Id, which is a reservoir of impulses and pleasure-drives and hence a pushover for a 1957 model with high fins. The ideal customer under these circumstances is a man who is strongly attracted by somebody else's wife and whose impulses have been sharply curbed by his inhibitive Ego and watchful Super-Ego. This means he is in exactly the right state of mind to make an emotional transfer to a 300-hp super-charged hard-top. No wonder we have so many new models on the roads and so many accidents at the intersections.

Time for an IMPERIAL *Toast*

AT LAST!
I BROKE 100!

It's a great day in the life of every golfer when he first "breaks a hundred"... and of course the occasion calls for a celebration in an imperial manner.

When you honour your friends in a toast,
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everywhere as worthy of the occasion. Smooth....
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IMPERIAL

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Sticking stamps is so dispiriting! And sloppy!

Sending statements a chore no more!

Can I make time mailing packages!

Guess who'll be late for a date?

Somebody snitches stamps and I'm the fall girl!

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Even if you are a one-man office, or the female other half of one . . . you can afford a postage meter. And get rid of lick-and-stick mailing forever!

The DM, desk model postage meter, is *made* particularly for the small office One user in three spends less than $1 a day for postage.

Anybody can easily use a DM. You *print* postage as you need it—in any amount, for any kind of mail. Insert the envelope, dial the amount of postage wanted, and press the lever—and your letter is stamped. Postmarked, too, so it can take less time in the postoffice, often catch earlier trains and planes. And with every meter stamp, you can print your own small ad, if you want one.

Postage for parcel post is printed on special tape. And there's a moistener for sealing envelopes!

With a postage meter, you always have the right stamp on hand. Your postage is protected from loss, theft, damage, automatically accounted for.

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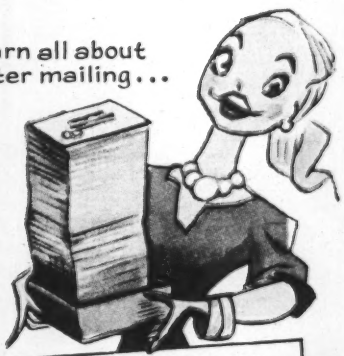

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